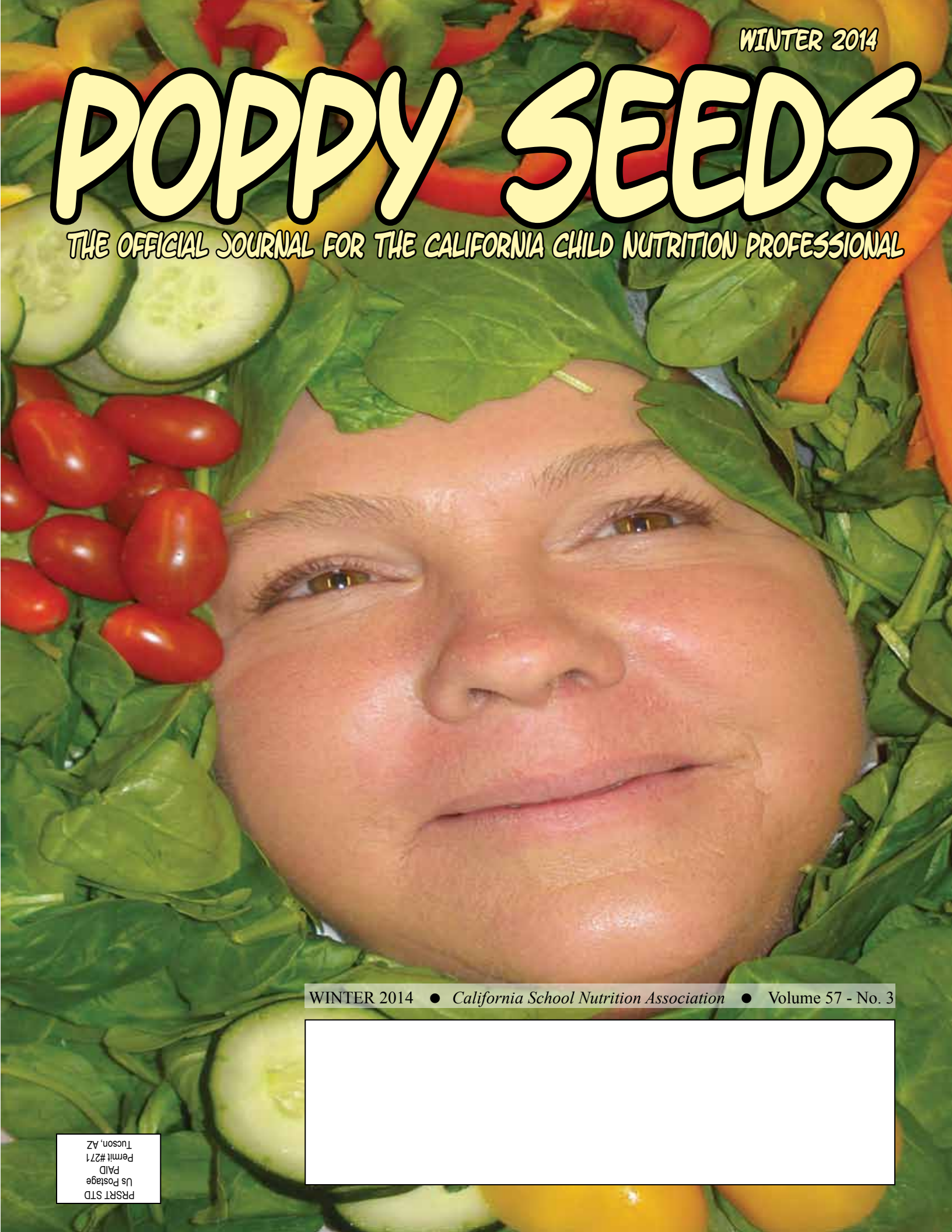


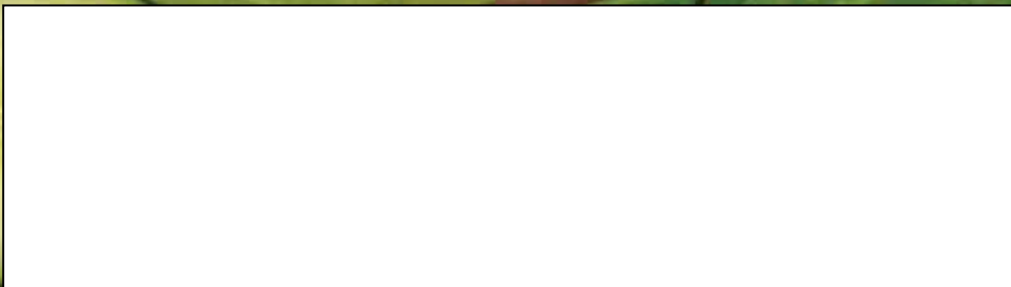
WINTER 2014

# POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



WINTER 2014 • *California School Nutrition Association* • Volume 57 - No. 3



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# PRESIDENT'S MESSAGE

BY LYNETTE ROCK, CSNA PRESIDENT

## CHANGE KEEPS ROLLING ON!

**I** hope you had as much fun as I did at our Annual Conference. Lauren Teng and her committee outdid themselves this year. The General Session Speakers were fabulous—did you get to work out with Ali Vincent Saturday morning? She sure got me moving. And what about all those educational sessions that our Program Chair, Agnes Lally, put together for us. The President's Party was a blast—didn't you just love the decorations? I can't thank the conference committee enough for the incredible job they did. It takes a lot of time and energy to pull off such a wonderful event; thank you to each of you who put in the effort to make this such a memorable conference. I also want to personally thank Jennie O and Schwan's for sponsoring our keynote speakers. When I asked, they immediately said yes. Thank you for helping make our conference such a success.

When I ran for office I promised myself I would be a collaborative leader. As a member-led organization, that is vital to the future success of our profession. What we do, what we say, the challenges we are willing to embrace, the risks we are willing to take, and the leadership we demonstrate together, will impact the health of our nation and determine the opportunities of our profession for generations to come. When I selected my theme, Gear Up for Change, I wasn't aware of the massive changes that we would undergo with the new meal patterns, and still have to go through with the new proposed competitive food sales regulations and professional development standards for all our workers. Working together as a team, we can overcome any obstacle. I am proud to be a member of this team.

When I complete my term in office, I will feel I've been successful if we continue moving forward meeting the mission, visions, and values of our Association. One of the goals I would like to accomplish is the involvement of our younger members in our leadership and better use of our experienced leaders to mentor our young leaders. I have seen several of our members blossom under mentorship. Once again I am asking something of each one of you. If you are experienced, find someone to mentor and help them achieve their goal of being a leader of our Association. If you need a mentor reach out to the experienced leaders and ask for their help. I have had several mentors in my past who were willing to take time to mentor me and answer my many questions about being a Director and offer advice on various problems. Thank you mentors for being there for me.

Collaboration is the key to new ways of thinking and working; and the ability to innovate determines whether we'll be swept away by change or be an agent to it. I am proud to be the President of CSNA. I'd like to leave with you one thought... "begin with the end in mind (Covey)." As you begin your career or continue it, look way down the road and make important life choices about those things you value, be proud of and don't regret having done or not done what you set out to do. As we start looking for our next leaders, please consider putting your name in the hat. Don't look back and say "I wish I would have..."





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# SCHOOL NUTRITION REPRESENTATIVE'S MESSAGE

BY MARIA HERNANDEZ, CSNA SCHOOL NUTRITION REPRESENTATIVE



**J**uly 18, 2013. “India student deaths: School kitchen oil may have had insecticide” makes the front page of the Sacramento Bee.

“The children complained that the free lunch at their state school – rice, beans, potato curry and soy balls – tasted odd. The cook gave it a taste, too. Within half an hour they all began to suffer severe stomach pains followed by vomiting and diarrhea, and within hours at least 22 of the children were dead and dozens of others remained hospitalized, said officials in the northeastern state of Bihar.”

It is 2013 and there are still countries that do not have food safety guidance or regulations in their state schools. As Americans, we are lucky to have guidance and monitoring in our schools to help keep our students safe.

CSNA has a Public Policy and Legislation (PPL) team that voices our concerns regarding school nutrition and food safety regulations. They work closely with Lee Angela Reid and our legislative advocacy group, Capitol Advisors Group, LLC to make sure our voice is being represented to our state legislators, as well as keeping us informed of the new laws and regulations that are being changed every day in the state capital. The PPL then reports this information to CSNA and all its members.

California schools are also subject to health inspections from the local health departments. These inspections ensure that the food in our cafeterias is stored, handled, and served properly. After passing inspection, schools are given a certificate to display proving that the cafeteria is a safe environment.



(Sacramento County Health Inspection Certificate)

But most of all, it is you, the front line staff, who do the outstanding work in keeping the food safe, the children fed and the kitchens cleaned every day.

For some of you it does not stop there! You go on to take classes to learn about food illness and safety and better your education.

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# PUBLIC POLICY & LEGISLATIVE COMMITTEE UPDATE

BY RENE YAMASHIRO, CSNA PP&L COMMITTEE CHAIR

**T**he Public Policy and Legislative Committee meets monthly to discuss legislation and policies pertaining to school nutrition programs. Our legislative advocates, Capitol Advisors Group, represent us in the Capitol in Sacramento and with allied organizations. They closely follow legislation that may have an impact on our programs.

Our legislature operates in two-year sessions. The first year of this two-year session is over. Legislators had to have their bills introduced, approved by the committees they were assigned to, and approved by both the Senate and Assembly by September 13. If they were approved by both Houses, they are sent to the Governor to either sign into law or veto by October 13<sup>th</sup>. Here are some of the hot topics our committee has been working on.

- AB626 (Skinner) – Aligns California’s law with Federal law in regards to nutritional standards of snacks, meals (or both) and physical activity during afterschool education and safety programs; the use of cafeteria funds for central food processing expenditures; the cost of housing and equipping cafeterias; and the selling of food items to students.
- AJR 31 (Skinner) – Assembly Joint Resolution declares that the Legislature supports federal standards for healthy meals and urges the President and Congress to ensure the reimbursement rates for school meals are adequate to fully fund the cost of producing meals and states that the eligibility scale be adjusted for areas with higher costs of living.

Assembly member Skinner held a press conference at Piedmont Avenue Elementary School in Oakland introducing AJR 31. Jennifer LeBarre, PPL Co-chair and Director of Nutrition Services for the Oakland Unified School District presented information on why regional indexing is needed in California. We almost all certainly know of families that make too much to receive free or reduced-price meals but do not have enough income to provide the basic needs for their family due to the higher cost of living in many areas in California.



- Local Control Funding Formula (LCFF) and Provision 2 and 3 schools. The Governor’s funding formula for additional funding for students qualifying for free and reduced price meals does not have a procedure for identifying students’ eligibility status if their schools are on Provision 2 or 3.

*Continued on Page 8*

*Left: Jennifer LeBarre, PPL Co-chair & Director of Nutrition Services, Oakland USD presenting why regional indexing is needed in California.*





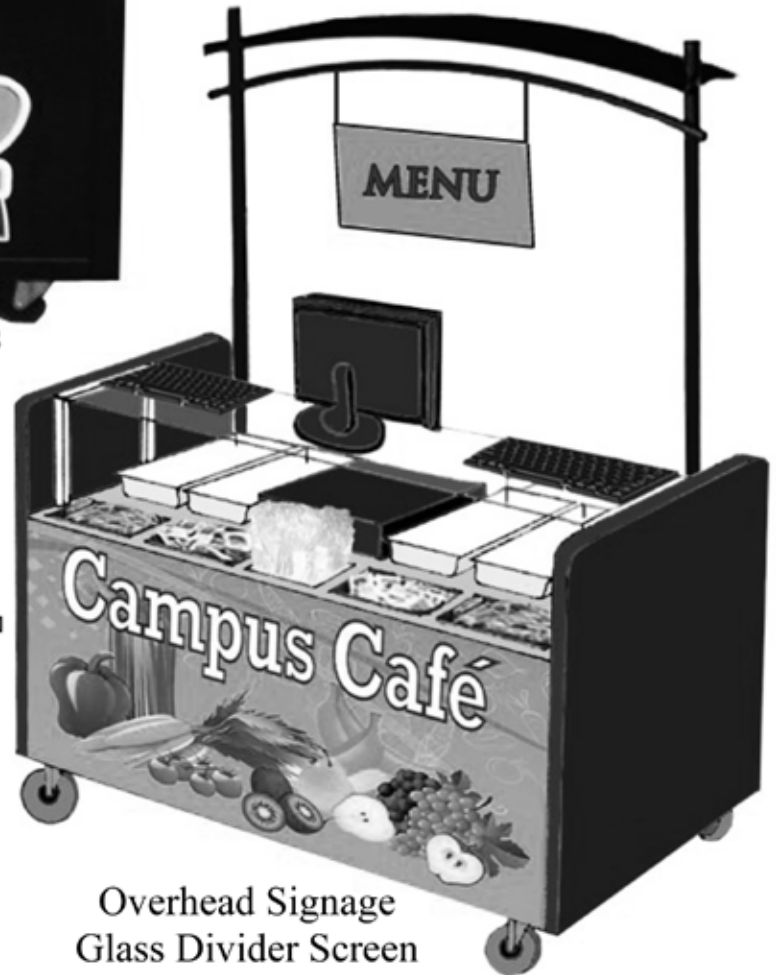
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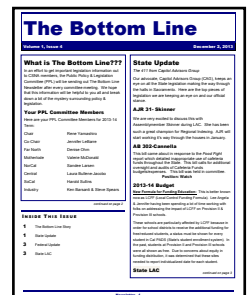
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# PUBLIC POLICY & LEGISLATIVE COMMITTEE UPDATE

CONTINUED FROM PAGE 6

The state needs eligibility status by student to allocate schools the additional funding for needy students. CSNA has been working with several education groups and the Department of Education to develop a process to identify these students without having to collect applications from each of these families and to extend the deadline that school districts have to compile and report this data.

- The School Nutrition Association (SNA) has asked each state to submit a list of their top three issues of concern in their state. We are gathering a list of issues from CSNA members. Possible issues include regional indexing; facility needs not adequate to meet HHFKA and provide a safe, healthy environment for students; mealtime management; and universal meals.
- In preparation for Child Nutrition Reauthorization 2015, SNA has asked us to provide the top five issues/concerns we have with the current law. Possible issues could be removal of the paid meal equity; mandatory minimum quantities of fruit and vegetables; sodium restriction; removal of the Fresh Fruit and Vegetable Program; permanent elimination of maximums on grains and meat/meat alternates; paperwork reduction; requirement of responding to multiple surveys; removal of food cost in the indirect cost calculation; increase the limit on fund balances; clearer guidance on modernization spending by cafeteria funds and allowing food service directors more flexibility to use cafeteria funds; grandfathering Child Nutrition Administrators current credentials when professional standards are written; and removal of requirement to apply for approval on any equipment purchase exceeding \$5000. If you have a topic that you would like to add to the list, contact any of the PPL Chairs from the Southern California, Central Cal, Mother Lode, NorCal or Far North chapters.
- Make plans now to attend the CSNA Legislative Action Conference – January 26 – 28, 2014 at the Citizen Hotel, Sacramento. The PPL Committee has been working on an information-packed program which will include panels of education coalition partners, legislative staff, legislators, school administrators and the California Department of Education. A key topic at the time of print is the Local Control Funding Formula (LCFF). The program starts on Sunday afternoon. Monday will be filled with informative sessions and a reception for Legislators at the Capitol on Monday evening. You will also be able to take a tour of the Capitol. We will spend Tuesday visiting Legislators in the Capitol. If you've never done this, we will be offering a one-day registration for Tuesday only, beginning with a breakfast where an overview of the topics to discuss with your legislators will be provided. If this will be your first experience visiting Legislators, contact any member of the PPL Committee and they will make sure to partner you with a CSNA member who has been on legislative visits.
- The Bottom Line – I hope you've had a chance to take a look at our committee's publication, *The Bottom Line*. This publication has up-to-date information on what the PPL Committee is working on. It may also be used to reach out to all CSNA members if we need members to take action to contact legislators to help them understand our position on bills. Thank you, Jennifer LeBarre, for getting this comprehensive publication out to CSNA members.





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### CALIFORNIA SCHOOL NUTRITION ASSOCIATION HEADQUARTERS

210 North Glenoaks Boulevard, Ste. C  
Burbank, CA 91502  
(818) 842-3040 Fax: (818) 843-7423  
[www.CALSNA.org](http://www.CALSNA.org)

**PUBLISHER**  
Jon Nichols

**EDITOR**  
Sally Spero, SNS  
California School Nutrition Association  
210 N Glenoaks Blvd, Ste. C,  
Burbank, CA 91502  
(858) 627-7306  
[Editor@calsna.org](mailto:Editor@calsna.org)

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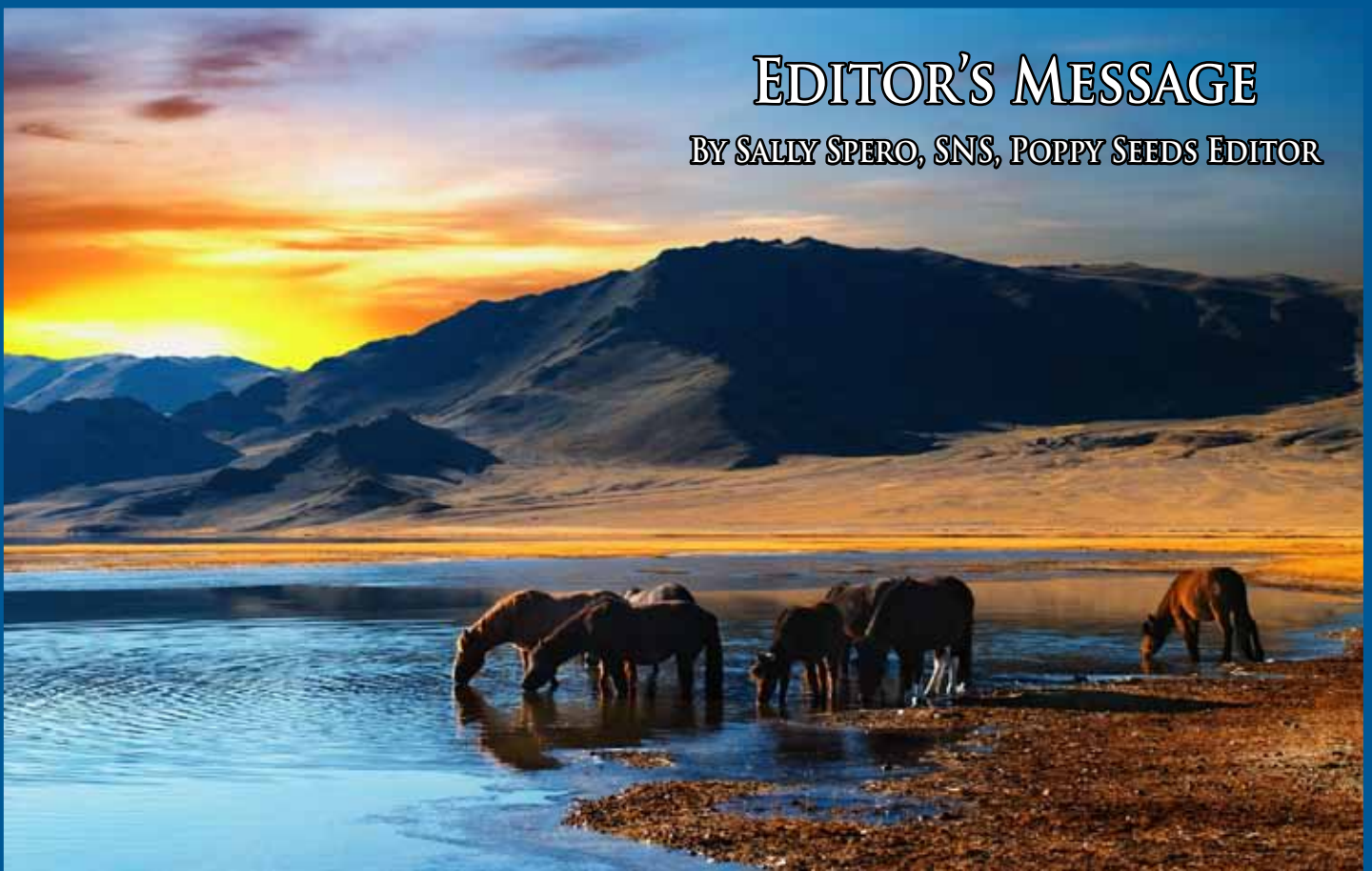
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# EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



**D**uring September I found myself reading the book “Riverhorse” by William Least Heat Moon. This author writes books about his travels in America and this particular one was about a trip he made crossing America from the Atlantic Ocean to the Pacific Ocean by river.

During the busy start of school it was great to read a book where life moved at a pace of eight miles an hour. Mr. Moon described the various town and cities he visited, people he met and challenges he had to overcome. But no matter where he was during every chapter I asked myself “What are the school food service people doing?”

When he was in the big cities I would think of all the complexities and logistical challenges of getting meals to hundreds of locations. In the small towns I would think of the people serving children they would know from their first day of school until they walked out the door. When he reached the big, wild parts of America I would wonder how far the trucks had to drive and how hard it must be to get deliveries of fresh supplies.

And when the weather turned bad I would think about the people hurrying to serve the kids, clean up and do the paperwork to get home before the river rose or the tornado came in. I also saw them in my mind’s eye with flashlights when the power went out, trying to salvage something to make meals with. I would think about those same people having to get up in the early dark in winter in order to be sure the kids had a hot breakfast when the buses came. And finally, I would see them as I always see them—at meetings and conferences striving to learn more and down-playing their role.

Maybe Mr. Moon has already selected the topic of his next book. I know a good one to suggest.

Sally Spero, SNS  
Poppy Seeds Editor  
California School Nutrition Association  
210 N Glenoaks Blvd, Ste. C, Burbank, CA 91502  
(858)627-7306 ~ Editor@CalSNA.org





# SNA UPDATE

BY LYNNELLE GRUMBLES, RD, SNS, SNA WEST REGIONAL DIRECTOR

I'm so honored to be your West Regional Director for SNA! I'm your direct link to the SNA Board of Directors for the next two years. The West Region is comprised of six states: Arizona, California, Hawaii, Nevada, New Mexico, and Utah. I'm proud to be representing each of you and the wonderful programs you operate. Here's what's happening this Winter at SNA:

SNA has introduced an informative and comprehensive guide for School District (or State Agency) Owned Membership (SDM). The SDM Guide includes a general overview of the SDM option as well as detailed information on:

- Getting started with SDM
- How to transfer memberships
- How to align renewal dates
- FAQs

The SDM Guide can be downloaded at: [www.schoolnutrition.org/sdmguide](http://www.schoolnutrition.org/sdmguide).

Get social with SNA's Facebook and LinkedIn pages. Be sure to 'Like' us on Facebook for fun stories and photos from other districts, new updates from SNA, and more. SNA's private LinkedIn group features discussions between school nutrition professionals about current issues and trends. Join the conversation today to get quick updates and stay ahead of news and trends!

Thrive in the ever-changing landscape of school nutrition at SNA's 2014 School Nutrition Industry Conference (SNIC)—formerly the Child Nutrition Industry Conference—as industry and operator experts converge in dynamic Miami, Florida, for an unparalleled professional learning experience on January 12-14, 2014. At SNIC, you will: attend engaging general sessions dedicated to key issues facing SN professionals today; interact with industry representatives, ready to show you the latest and greatest products available for your operation; learn the latest foodservice and nutrition information and trends from leading experts; and connect with your peers at networking opportunities to develop a lasting foundation for professional success. SNIC will leave you

feeling inspired, energized and better prepared to not just survive in the evolving landscape, but thrive as well! Go to [www.schoolnutrition.org/snic](http://www.schoolnutrition.org/snic) for more information.

*USDA's Food and Nutrition Service (FNS) has published an interim final rule for Competitive Foods entitled, National School Lunch Program and School Breakfast Program: Nutrition Standards for All Foods Sold in School. This interim final rule amends the National School Lunch Program and School Breakfast Program regulations to establish nutrition standards for all foods sold in schools.*

Explore how two districts were able to implement Breakfast in the Classroom (BIC) and increase their breakfast participation. Learn about the steps that were taken to increase the overall success, including: menu-related changes, decision-making processes such as staff training and development, explore the different operation models, and determine the feasibility of your program with a handy worksheet. Go to <http://beyondbreakfast.org/school-nutrition-foundation-national-dairy-council-release-school-breakfast-case-studies/> for more information.

Fill out NFSN's Farm to School Counts survey to share your stories and photos and be entered in a drawing for one of several prizes *including free registration to the National Farm to Cafeteria Conference in Austin, Texas in April 2014*. Go to [www.farmtoschoolmonth.org](http://www.farmtoschoolmonth.org) for more details and use #F2SMonth when you talk about Farm to School Month on social media.

Highlight the efforts your staff and school community are making to ensure that students will be eating nutritious meals and engaging in nutrition education, physical education, and physical activity this school year. Download the HealthierUS School Challenge Criteria Application at [teamnutrition.usda.gov/HealthierUS/application.html](http://teamnutrition.usda.gov/HealthierUS/application.html). If you have any questions, contact your State Child Nutrition Agency for more information.

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CSNA has become a powerful voice in Sacramento. Building effective alliances with other organizations that share our vision and maintaining a credible presence with elected officials is fundamental to the success of Child Nutrition Programs. CSNA has made great strides in advancing Child Nutrition Program issues at the state legislative level. In this time of constant change, we need to work together to make sure the funding we have fought for is not cut and new regulations are working in our program.

<b><u>SUNDAY – January 26, 2014</u></b>	<b><u>MONDAY – January 27, 2014</u></b>	<b><u>MONDAY – January 27, 2014</u></b>
12:30 Registration	9:00 State Update - Food Fight Audit, AR, Menu Certification, Commodity Sweeps, HHFKA update	2:15 Education Stakeholder Panel on LCFF
1:00 <b><i>Setting the Stage – School Nutrition's Path in 2014</i></b> Lynette Rock, CSNA President and Rene Yamashiro, CSNA PPL Chair	10:30 CDE (NSD) - LCFF Interpretation & Implementation Plan	3:15 Legislative Panel - Current Topics
1:15 Budget Update & LCFF - What is it and what does it mean to me?	11:30 CBO & FSD panel - <i>Working through LCFF together, cafeteria audits, What do CBO's want from their FSD's and how can they support us</i>	4:00 Capitol Tour
2:30 SNA's Issue Paper	12:00 Lunch – Ted Lempert, Children Now <i>(Lunch Included in LAC Registration)</i>	5:00 Legislative Reception <i>(Reception Included in LAC Registration)</i>
3:30 CSNA's Issue Paper	1:45 Regional Indexing (AJR 31) – Skinner and Leg award	<b><u>TUESDAY – January 28, 2014</u></b>
4:30 Congressional Members <i>(Tentative)</i>		7:30 Breakfast – Lobbying Tips and Issue Paper Review <i>(Breakfast Included in LAC Registration)</i>
		9:00 Legislative visits
		4:00 Completion of Legislative visits

The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the annual state Legislative Action Conference. This year's conference will be held January 26-28, at the Citizen Hotel. The committee is in the process of constructing an exciting program packed with informative speakers, great food, and visits with your legislators.

The conference will open at 1:00 p.m. on Sunday, January 26th, (Registration opens at 12:30 p.m.) and will conclude with legislative visits on Tuesday. *(Check the website often for the most up-to-date information.)*

The PP&L Committee is working hard to construct a memorable conference. As a child nutrition professional, your voice is critical in shaping public policy. Don't miss this extraordinary event.

**VISIT [WWW.CALSNA.ORG](http://WWW.CALSNA.ORG) FOR THE LATEST INFORMATION**

# 2014 CSNA State LAC Registration Form

January 26-28, 2014  
The Citizen Hotel - Sacramento, California



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## CSNA State LAC Registration Fees

		Total Cost
Director/Supervisor	\$325	_____
Non-CSNA Member Dir./Sup.	\$375	_____
Industry Representative	\$375	_____
Non-CSNA Industry Representative	\$425	_____
Industry Sponsor**	\$700	_____
Tuesday Only	\$85	_____

**\*\*Industry Sponsor includes 1 Registration plus company name & Logo on website & signage at event and in Poppy Seeds**

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

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If paying by Credit Card, you may FAX completed Registration Form to (818)843-7423

Please make checks payable to CSNA. SORRY, NO PURCHASE ORDERS

Please send your completed Registration Form with Fee to:  
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This registration is for Conference ONLY! Please contact Hotel directly for Room Reservations.

Citizen Hotel - 926 J Street, Sacramento, CA 95814 (916) 447-2700

Conference Hotel Rate Single/Double \$145 night + tax

Reservations must be made by January 6th to take advantage of the rate above.

You can make reservations by calling 916-492-4460 and asking for the CA School Nutrition Assn. discount rate.

Request for refund must be received in writing by 12/23/13. A \$50 cancellation fee will be deducted.

SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER 12/15/13

***For the most Up-to-Date Information visit [www.calsna.org](http://www.calsna.org)***



# GERI DEE LIFETIME ACHIEVEMENT AWARD: RHONDA DEVAUX

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR

**R**honda has been an SNA member for 31 years. Thirty of those years she served as a Food Service Director in North and South Carolina, Indiana and California.

Rhonda has served CSNA in many capacities. She has been Secretary, Resolutions and Bylaws Chair, Conference Chair, Awards and Scholarships Chair, Program Chair, Vice President, President-Elect and President. She has served on the following state-level committees: Public Policy and Legislation, Marketing and Industry Seminar. Rhonda has also been an active volunteer for her Supervisory chapter and the local Sesame chapter. At the national SNA level Rhonda has served as the Local Arrangements and Hospitality Chair and also on the SNA Nominating Committee.

We are “Food Service” and inherent in our title is “Servant”. Beyond serving our students, we serve our staff, our school district families, our peers and our associations. Behind the scenes are countless hours of volunteer service. Geri Dee exemplified this legacy and therefore the recipients of the Geri Dee Lifetime Achievement Award must also exemplify this legacy. Rhonda DeVaux found purpose in her career in the service of others. Through this I would dare to say that she found fulfillment. My personal wish is that we all would be inspired to follow these leaders’ legacies.



# THE DONALD F. FLAHIFF INDUSTRY APPRECIATION AWARD: JUDY SMOTHERS

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR AND JIM MELIKIAN

**J**udy Smothers entered the world of school food service August 1, 1970. She began a 42 year career that led her to become the Director of Food Services, Warehouse and Print Shop with the Merced City School District until she retired in December 1999.

In January 2000 Judy followed her passion for child nutrition and started JDS Marketing brokerage which exclusively represented manufacturers of school food service products. In June 2009 Judy merged with Bay Brokerage Company, San Carlos CA, served as their School Sales Team Director until her retirement in June 2012. Judy's accomplishments and involvement in both school food service and industry include: Co-founder of the CCSFSA Chapter #10 in the late 70's and held all chapter offices (President, President Elect, Secretary, Treasurer, Legislative and Fundraiser Chair.) Judy has traveled over 13 times to Washington DC and lobbied through some of the most formative and critical child nutrition funding years. She once was Feature Editor of *Poppy Seeds* Magazine. She served as State Industry Seminar Chairman, Yosemite and served on the State PP&L Committee. Judy has been a CSNA member for over 40 years and attended 35 state conferences and as an industry member taken home two "Best Booth" awards at the exhibits.

Judy was proud to be chosen as one of 35 candidates from the United States to go to South Africa and meet with Nelson Mandela's administrative team, sharing and exchanging child nutrition program feeding information ....learning from one another.

Judy received a provisional credential to teach summer "School Food Service" classes at Merced Community College. She served on a School Cafeteria Facilities Planning Committee with the California Department of Education. In the CDE planning guide you can find a footprint of one of Merced City School District's operation efficient preparation kitchens.

Judy was a member of Merced County Nutrition Council and wrote articles for the local newspaper promoting "school lunches". She was a member of CAS-BO and chaired the central R&D committee for two years. She continues to be a member of CSNA, the supervisory chapters and SNA.

Child Nutrition has been her life, wonderful friends and business associates....some of them here, some gone, but never forgotten! In recognition of all her accomplishments Judy is this year's Donald F. Flahiff Industry Award recipient.





# **Congratulations Judy Smothers!**



**The 2013 Donald F. Flahiff  
Industry Appreciation Award Recipient**

**You Always "Keep Us Poppin!"**

James L. Melikian

**THE POPCORN MAN**

Palos Verdes, California

# CSNA HONORARY MERIT AWARD: SANDIP KAUR

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR



**S**andip Kaur brought many leadership qualities with her when she joined the Nutrition Services Division of the California Department of Education.

In 2003, as a Staff Services Manager III, she was assigned to the Child Nutrition Information and Payment System (CNIPS) while it was in the planning stages. Under her guidance it has streamlined reporting for many child nutrition programs in California.

From 2004 to 2011 Sandip served as the Chief of the Administration of the Food Distribution Program. Working with her staff she was able to lower fees for this program enabling schools to spend less money on their USDA foods. She was instrumental in implementing INVETRAK, a state-of-the-art automated inventory tracking system, which allows the State Distribution Centers to ship more efficiently and lower costs.

Sandip created the Technical Support Unit which is responsible for the internal NSD IT support and the CNIPS Help Desk to assist agencies with questions. Her vision of customer service to her agencies and users was a priority for her and has improved the effectiveness of her agency in serving all of us.

As Acting NSD Director and eventually Director of NSD Sandip has restructured and provided growth to the division with the addition of some key positions. This enabled NSD to recover \$2.4 million in outstanding accounts receivables among child nutrition agencies.

Most importantly Sandip has what is best for Nutrition Services Division at heart. Prompt responses from NSD, being part of a team at all levels, and being involved in a positive way with all Child Nutrition Programs are a few of the many positive changes that Sandip brings with her leadership. CSNA appreciates the support and partnership with NSD. It is with great pleasure that CSNA awards Sandip Kaur the 2013 Honorary Merit Award.



# MOSCONE COMMITMENT TO CHILD NUTRITION AWARD: CONGRESSWOMAN LORETTA SANCHEZ

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR



**C**ongresswoman Loretta Sanchez has bettered the lives of children by providing educational and health opportunities for the children in her district.

Since becoming a member of Congress in 1997 Loretta Sanchez has been actively involved with child nutrition. She served as a member of the Education and Workforce Committee to ensure adequate funding and the success of these programs. She was nominated by Congressman George Miller to receive a FAME award and was the only member of Congress to receive this.

Her nominator found **fourteen pages** of bills relating to child nutrition programs that she has supported or sponsored.

Congresswoman Sanchez has made exceptional efforts to meet with her CSNA constituents at LAC's, has attended the Monday night LAC dinners and was a speaker at LAC twice. She has visited 141 schools in her district and usually stays for lunch with the students.

At the last LAC SNA was looking for someone to sponsor a bill to permanently eliminate the maximums for grains and proteins in the new meal pattern. She immediately stepped forward to submit the bill. Although two other Congress members submitted the bill first, Congresswoman Sanchez put the needs of the students above taking credit for herself and sponsored Representative Stivers and Fudge's bill. We are proud to honor her with this year's Moscone Commitment to Child Nutrition Award.

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**SNA LAC**

**MARCH 2-5, 2014  
WASHINGTON, DC**



# CSNA DIRECTOR OF THE YEAR: LAUREN TENG

BY TONY ROBERTS



When she arrived the program offered only one main entree per day, usually some sort of casserole dish but now 20 restaurant-style entrees are offered daily. She purchased mobile carts to take the food to the students where they congregated at lunch. She modernized the cafeterias turning them into mall style food courts where students could see the food being made fresh. To accommodate a growing Asian population, she started serving rice and noodle bowls. For a la carte sales, she opened the first on-campus coffee house, called Java the Hut. To make lunch more relevant to the school day, she convinced the administration to move lunch from 5th period to the middle of the school day. She also promoted the program by partnering with the ASB's on frequent "theme lunches" like BBQ's and Hawaiian luaus. To increase fresh fruit and vegetable consumption, she promoted Harvest of the Month, established salad bars, and arranged for classroom nutrition education. Fresh produce consumption has increased 150% with 95% of the produce being fresh. She purchased a food truck to maximize serving locations and serve as a contingency back-up so serving days would not be lost due to disasters, utility disruptions, or construction. Lastly, she pursued grants such as the American Recovery and Reinvestment Act to provide the necessary funds to modernize her equipment.

**T**wenty-seven years ago Lauren Teng began her career as Director of Food and Nutrition with Huntington Beach Union High School, a small district of only seven schools. The program was losing over \$100,000 per year on \$800,000 of sales and her boss gave her 6 months to show a profit or look for work elsewhere. After six months her profit was \$10,000. She has since grown the program to \$3.3 million dollars with profits averaging \$175,000. Now, 57% of her high school students eat on campus every day. She was able to accomplish this success by streamlining operations, eliminating unnecessary expenses, pursuing breakfast expansion grants, becoming one of the original 10 districts to form a commodity-only cooperative to allow for food savings through commodity diversion, and expanding the menu.

Lauren has a long resume of staff training. There are monthly managers meetings involving training on safety, sanitation, and production worksheets. For her regular in-service training, she teaches classes that are often based on current TV game shows; such as, Sodium - Deal or No Deal, Nutrition Jeopardy, Are You Smarter than a 5th Grader - Nutrition Edition. Other classes include: Boosting Brain Power through Breakfast, Whole Grains, Rethink Your Drink, Weight Management, Label Reading, and Teamwork and Communication. There is also annual training on customer service through the presentation of humorous skits. She has developed manager handbooks and food and beverage sales handbooks for all sites; as well as, a series of ten minute safety & sanitation lessons that have helped reduce work injuries and prevent food borne illnesses.

*Continued on Page 22*



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*Director of the Year - Continued from Page 20*

One of her more ambitious training projects was to establish an in-house academy to promote line staff to manager positions either within the district and / or to give them the skills to qualify to apply for promotions at other districts. It is a two-level program that features these courses: Preparing for a Successful Career, Communication with Customers, Ensuring a Safe Workplace, Preparing and Serving Safe Foods, Functions of Food Service Equipment, Computers in Food Service, Menu Planning and Nutrition, Menu Production Worksheets, Purchasing and Inventory Control, Marketing and Promotion, Food Preparation Basics, Cost Control, State and Federal Regulations, and Record Keeping Requirements.

To assist with the mandatory food safety and food handlers certification, she offers in-house classes that qualify the participants to take the test for certification. By offering these classes at the district, she saves each staff person approximately \$100.

To celebrate annual successes, the department has an annual awards program. Awards are given out for perfect attendance. During the year, when an employee is “caught” doing something well, they receive what is known as an Apple Award.

Lauren keeps a high profile at her district so that food service is always at the forefront. She serves on the following committees: Local Wellness, Safety, and Disaster Preparedness. What sets her apart is her success in partnering Food Services with the integration of nutrition into the curriculum and the development of several programs involving culinary arts. One grant, the State Model Nutrition Education grant, partnered her food service department with science classes and culinary classes to link nutrition into the core curriculum. She then lead a collaboration with teachers to develop nutrition lessons in the core curriculum in the subjects of English, history, language, consumer science, biology, chemistry, art, physical education, and even special education. She instructs at the district “Summer Institute” so that the teachers can have the proper training and tools to execute the nutrition lessons in the classroom. For the culinary students, she has linked food services as the lead for food preparation basics, safety and sanitation, and customer service. To provide these students practical business and entrepreneurship experience, she built a smoothie bar at the school snack bar for them to run. They learned staff scheduling, ordering,

production forecasting, and were responsible for revenue and expenses.

To promote the link between nutrition and physical activity for the district’s student athletes, she created their first Sports Nutrition Seminar. Students, teachers, and coaches attended and learned about the topics of hydration, physical fitness, and nutrition and athletic performance from guest athletes. To assist all students in this key health area, she was awarded a Project Lean grant called Food on the Run to promote nutrition and physical activity.

When it became apparent that a need existed for sequential nutrition education from kindergarten through 12th grade, she took the lead by collaborating with the 3 local elementary districts to provide nutrition education to their food service departments, classrooms and parents. Activities included the Nutrition Olympics, Kindergarten Tea Parties, Harvest of the Month lessons, and taste testing. The program reached over 20,000 students and 835 teachers. She also puts on a health fair where students attend class by class visiting booths staffed by the Nutrition Club, the Health Academy, and local colleges.

Lauren has been involved with SNA for her entire thirty-year career on both the regional and state level. On the state level she has served on the following capacities or committees: Public Policy and Legislative Committee, Conference Chair, Exhibits Chair, Hospitality Chair, Awards and Scholarships Chair, and Editorial Chair (3 terms). On the regional level she has served as the Legislative Chair, Recording Secretary, Corresponding Secretary, Treasurer, Nominations Chair, By-Laws Chair, and as a member of the legislative fundraising committee for five years where she helped assist in raising over \$150,000 for legislative and marketing purposes.

She has shown commitment to SNA by being active legislatively. She has attended 8 national legislative conferences and 8 state legislative conferences. In 2003, she helped introduce and pass a bill that exempted the 4 oz portion juice cup containers served in schools from the recycling tax. This saved child nutrition programs hundreds of thousands of dollars. She also testifies at legislative hearings, organizes letter writing campaigns, and communicates with her legislators to keep them informed.

*Continued on Page 23*



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## *Director of the Year - Continued from Page 22*

Not only has she attended over twenty state conferences and industry seminars, she encourages her employees to attend state conference. She has employees speak at meetings about what they have learned, who they have met and the fun they have had at conference to encourage others to go. To make it affordable, she has established a scholarship program using some of the vendor premiums offered to the district. Establishing a District owned SNA Membership has also increased membership and interest by 11%. Lastly, she has served as an official state SNA delegate to other organizations such as the State Business Officials Conference, the State School Boards Conference and the PTA conference to promote the state SNA and child nutrition.

Lauren promotes child nutrition in various ways throughout the community. She spearheaded and chaired a community health fair which encompassed overall child health and safety in addition to nutrition, and included participation from the Parks and Recreation Department, local law enforcement, local farmers, the Dairy Council, the County Action Partnership, Power Play- Farm to Kids, the County Health Care Agency, the County Department of Education, Boys & Girls Clubs, Healthy Smiles, and

local grocery stores. School clubs such as NAC, the Health Academy and the PTSA also participated. She and her staff also participate in local parades to promote nutrition and staff a booth at the harvest festival at the local mall. The festival promotes nutrition and physical activity for healthier lifestyles.

She is a member of the Food Safety Advisory Council for the County Health Care Agency providing input on local and state health codes promoting food safety and sanitation. She also writes a parent newsletter and teaches parent classes on nutrition, healthy recipes, and cooking when shopping on a budget. Classes are a series of six classes and have reached 1480 parents.

She has also participated in international cultural exchange trips at her own personal expense to learn about child nutrition issues in other countries, and then presenting to international schools and foreign agricultural departments information about the resources utilized in U.S. child nutrition programs. Lastly, she partners with local colleges for placement of dietetic interns. Her interns are trained on school food service, nutrition analysis, community nutrition, and classroom nutrition education.

We are so proud of you Lauren!

# HEART OF THE PROGRAM WINNER: BRENDA THOMPSON

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**B**renda Thompson of Palm Springs USD is this year's winner of the 2013 Heart of the Program Award.

The Heart of the Program Award is designed to recognize the valuable program contributions of school nutrition employees who work with their manager in daily operations in preparing and serving appetizing and nutritious meals to children. They influence the quality of school nutrition programs with customer service, interest in young people, cooperation, work attendance, creativity, participation in professional growth and training and their willingness to "Go The Extra Mile" when necessary.

Brenda has worked in school food service and is honored for using kid-friendly ideas to make her cafeteria environment fun and inviting. To celebrate holidays she often dresses up as during Halloween when she dressed up as a scary pumpkin and wore a sign saying "You must take a fruit or vegetable or ELSE!"

When the 90215 campaign was developed Brenda had a vision and ran with it. She used the concept of **9** hours of sleep, **0** sugary beverages, **2** hours maximum screen time, **1** hour of physical activity and **5** servings of fruits and vegetables to transform her cafeteria into a learning lab for students. She made posters and displayed them throughout the cafeteria and the school. She made buttons and swapped them out daily so the students would receive a different message over time. She matched the project with parent-teacher conferences to get the entire family involved.

Congratulations Brenda!



# LOUISE SUBLETTE AWARD OF LEADERSHIP EXCELLENCE IN SCHOOL NUTRITION: GAIL GRAMLING

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**E**ach year, SNA honors school nutrition professionals with the *Louise Sublette Award of Leadership Excellence in School Nutrition*, which is considered the highest honor a school nutrition manager can earn. It recognizes the importance of those closest to the school nutrition program, the managers. This year's California winner is Gail Gramling of Torrance USD.

The award is named in memory of Louise Sublette, a leader in school nutrition programs in Tennessee and in SNA. During her 43 years in the profession, she worked with many areas of foodservice and nutrition--public schools, colleges, hospitals and elderly feeding programs. Her name is given to this high award because throughout her life, Louise Sublette emphasized that the success of school nutrition depends upon those professionals who work in school nutrition programs.



Gail set herself the ambitious goal of increasing meal counts at the high school in which she works. With over 2,000 students only 547 are eating lunch and she would like to increase that at least 5%. Her target goal is those students who are unwilling or unmotivated to venture in the eating areas.

She has begun with a customer service training program for her staff. She wants to create a culture of caring where students will feel welcome and appreciated. A rewards and recognition program is also being implemented to motivate the staff to improve their skills. Employees will be given a "Caught You Being Great" ticket that can be used to enter drawings for field trips, movie passes and other prizes. They will also be given a ticket for meeting individual participation goals.

Students will vote each month for the employee they feel is deserving of special recognition. That person's picture will be hung on the Wall of Fame and rewarded with a special parking spot (Parking is very hard to come by on the campus!)

Gail expects her project to conclude in February 2014. We honor you, Gail, for your award and wish you the best of success in reaching your goal!



# RECOGNITION AWARD WINNERS

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR

**A**t this year's Annual Conference CSNA honored some of its own with Recognition Awards for outstanding accomplishments in various areas.



## PROFESSIONAL GROWTH: LUCRECIA SCHMIDTKE, TORRANCE USD

Lucrecia has become active with the Workability Transition program at her high school. These are special needs students who are learning job skills and gaining confidence while working alongside the cafeteria staff in the school kitchen. As a result Lucrecia is demonstrating professional growth as well.



## COMMUNICATIONS: HEATHER GALLAGOS-ROSADO, TORRANCE USD

Heather has "taken charge" with a goal to rebuild Chapter 36 by linking the chapter to the surrounding community and giving "lunch ladies" a face in the community. She put together 20 team members to participate in the Santa Monica American Cancer Society's Relay for Life and raised more than \$900 as well as putting up a booth to educate the 1300 participants about good nutrition.



## CREATIVITY: NANCY VAN GINKEL, MANAGER, BROOKHURST JR. HIGH

Nancy has demonstrated great creativity with her salad bar project. She made aprons for her staff with cute veggies on them including Crazy Kale, Crazy Carrot, Lucky Legume and Sweet Tator. Her salad bar menu is also creatively paired with menu items such as fish tacos.



## NUTRITION: BRENDA THOMPSON, PALM SPRINGS USD

Brenda implemented a creative campaign using the school's Zip Code, **90215**, to teach Nutrition. Her message was "**Move to the Zip Code of Healthy Living**". Each number represented an important lifestyle goal. All kitchen staff participated making posters, displays and buttons. They provided nutrition education to parents during Parent/Teacher Conference weeks. It was a huge project and very clever. Ask Brenda about it.



## LEGISLATION: ELOISE PARRA, HESPERIA USD

Eloise invited her legislator, Representative Paul Cook, to lunch and put on a day of Hands-On Interaction and Collaboration. She hosted a Q & A session with Representative Cook and her students. Representative Cook awarded students with "Outstanding Volunteer" Awards.

# SCHOLARSHIP WINNERS ANNOUNCED

BY ANNA FISHER, CSNA AWARDS AND SCHOLARSHIP CHAIR

**E**ach year CSNA awards scholarships to assist our members in completing their education goals. These winners were announced at the CSNA Annual Conference in November.

## JOSEPHINE P. MORRIS SCHOLARSHIP:

This scholarship goes to a person who has been a CSNA member of at least one full year prior to application, with a defined goal in child nutrition and confirmed plans for a college education.



This year the award was given to Teresa Hyatt, Nutrition Services Secretary at Victor Elementary School District. Teresa is working to complete her AA and then BA in Business Mathematics and Hospitality and Restaurant Management.

## AUDREY MELIKIAN:

This scholarship was established by Jim Melikian to honor his mother. Two recipients were selected this year.



LaShawn Bray, Victor Elementary School District, is finishing her AA in Hospitality and Restaurant Management at Victor Valley College.

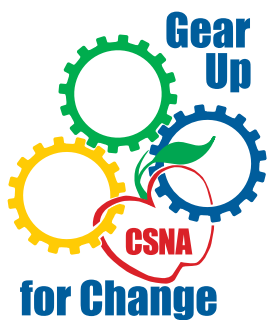
Antoinette Pearce, Operations Manager at Compton Unified School District, is working on her BS in Hospitality and Management at Cal State Long Beach.



# THE 61<sup>ST</sup> ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



## PALM SPRINGS ~ NOVEMBER 14-17, 2013



**T**his year's theme for the Annual State Conference was "Gear Up for Change!" With all of the changes taking place in School Nutrition in the state of California and across the nation, this message couldn't be more appropriate and for those that were with us in Palm Springs, I think all would agree that the educational sessions were topical, the keynote speakers were inspirational, the vendor showcase provided great new products and solutions for the changes taking place. When all was said and done, attendees were "Geared-Up" to face the changes taking place in their schools.

On the pages of this issue of *Poppy Seeds*, you will read a recap of the events, and see some photos that tell a story about a fun and educational conference in Palm Springs. What they maybe don't convey is the hard work that went into putting together a production that included more than 60 educational sessions with world class presenters, a sold-out trade show with 340 exhibit booths, a culinary competition and numerous activities to keep attendees entertained and enriched for four days in the desert. For that, a huge thank you goes out to the conference committee that worked all year to shape the show and to the sponsors that provided donations in the form of products and dollars to ensure that attendees had a great experience. Please make it a point to think of all of the people and companies that contributed and thank them for their hard work and contributions.





# ROBYN BENINCASA

## 1<sup>ST</sup> GENERAL SESSION KEYNOTE SPEAKER INSPIRES ATTENDEES IN PALM SPRINGS!

*Our Opening General Session featured Robyn Benincasa, a San Diego firefighter who also happens to be a world champion endurance athlete who has participated all over the world in extreme conditions while pushing her mind and body to ultimate limits. Her message at conference, "How Winning Works," was pretty simple but it packed an incredible wallop as she shared stories about her victories and defeats as she biked through jungles in Borneo, scaled Himalayan peaks in Nepal, trekked lava fields in Fiji, and rafted rapids in Chile! She was equal parts charming and funny and used some great video clips to tell her story, which included numerous challenges that would probably fell a lesser competitive spirit, but she was always on point with her message that true winners never give up and keep their eye on the prize. It was a truly inspirational presentation and we were lucky to have the opportunity to be present. Thank you to Schwan Food Service for your sponsorship!*

# ALI VINCENT



## 2<sup>ND</sup> GENERAL SESSION KEYNOTE SPEAKER WAS EVERYWHERE IN PALM SPRINGS!

*Kicking off the Confernce, Ali Vincent mentored the NAC Kids and then put them to the test with a morning workout before heading into the Trade Show floor for a “Meet and Greet” complete with photo-ops at the Jennie-O booth. Later that evening, Ali served as one of the judges for the Chop-Ed Culinary competition. The next morning, she was at it again as the “Special Surprise Guest Instructor” at The Gear-Up Workout, this year’s Annual Fitness Event. After pushing CSNA attendees to their limits with a blistering workout, Ali made her way to the stage for the 2nd General Session to share her story about becoming the first female winner of the television show, The Biggest Loser, and hopefully inspire our attendees to reach their dreams! Finally, Ali was a guest of honor at the Annual President’s Party where she two-stepped her way into the hearts of all attendees!*

*Thank you Ali for graciously sharing yourself with CSNA and thank you Jennie-O for your sponsorship!*

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- ▶ A personal wellness program, created just for school nutrition professionals! Get healthier, happier, and more active with this free program from SNA. Any member can participate, regardless of your resources or fitness level.

#### Why sign up?

- ▶ Gain access to fitness tips and workout ideas, 25+ healthy recipes, a 15+ page toolkit, and more.
- ▶ Participate in monthly health challenges for a chance to win prizes.
- ▶ Embrace small habits that can add up to make a big difference in your health!

#### Monthly challenges

Switching to a healthier lifestyle can be daunting. To help you take small steps towards better health, each month, you'll begin a new challenge. Whether it's eating more fruit, walking more, or switching to whole grains, each monthly challenge is different. Participating is easy:

- ▶ Download and print your monthly tracking sheet
- ▶ All month long, record points on the sheet when you make healthy choices
- ▶ At the end of the month, add up your points. If you earned 50+ points, you're eligible to win a prize – it's that simple.

#### Prizes

- ▶ Cookbooks, workout DVDs, gift certificates, spa trips – Five STEPS challenge participants win exciting healthy prizes every month, just for participating in challenges. The Grand prize for 2013-2014 is an all-expenses paid trip for two to attend ANC 2014 in Boston!

#### Get started

- ▶ Why wait? Start living healthier and feeling energized today! Sign up and learn more:  
[www.schoolnutrition.org/steps](http://www.schoolnutrition.org/steps)

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IT'S TIME TO BE COOL!

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## *gotta* TOSTADA SALAD

Fresh romaine lettuce, whole black beans, roasted corn and peppers, Monterey jack and cheddar cheese served with crunchy tortilla chips. Served with a tangy salsa ranch-style dressing. Tostada salad? You've just gotta.

Provides:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain

This salad is fit for an Emperor. This classic salad favorite features a bed of romaine lettuce topped with grilled chicken breast, croutons, parmesan cheese and diced tomatoes. Served with a signature Caesar dressing.  
Provides:  
1M/MA  
1 Cup Vegetable





SINCE 1998, Five Star Gourmet has made a difference, not only by providing students with great-tasting, nutritious foods, but also by donating to local food banks. Five Star Gourmet has already delivered over one million free meals to residents in California.

## the freshly picked FARMER'S MARKET SALAD

The freshest salad around! Romaine lettuce, ranch dressing, kidney beans, diced egg, tomato, and cucumber make this American classic salad.

Provides:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain



## Not your ordinary SIDE SALAD

## GARDEN FRESH SALAD

Our Garden Salad is a blend of romaine lettuce, crisp red cabbage and refreshing shredded carrot garnished with tomato, cucumber and croutons and served with ranch dressing.

Provides:  
1 Cup Vegetable



## LITTLE CAESAR SALAD

For many the classic Caesar salad is what they crave. Leafy green romaine lettuce is topped with parmesan cheese, accented with tomato and croutons and served with Caesar dressing.

Provides:  
1 Cup Vegetable



## I want my EdaMOMMY ASIAN SALAD

This salad brings together delicacies from across the Orient. A crispy blend of romaine lettuce and green cabbage is topped with Edamame beans, shredded carrots, and red pepper garnish. Crispy Won Tons and a sesame dressing made from an ancient Chinese secret recipe complete this masterpiece.

Provides:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain



## it's all GREEK to me SALAD

Look out Caesar, there's a new salad in town. The PHILOSOPHY is if you mix fresh romaine lettuce, with balsamic vinaigrette dressing, tomatoes, garbanzo beans, feta cheese and olives, you'll have one smart salad.

Provides:  
1M/MA  
1 Cup Vegetable



CHECK IT OUT...  
Tomatoes and romaine lettuce are  
great sources of vitamin A.\*







# CULINARY COMPETITION









# GEAR-UP WORKOUT



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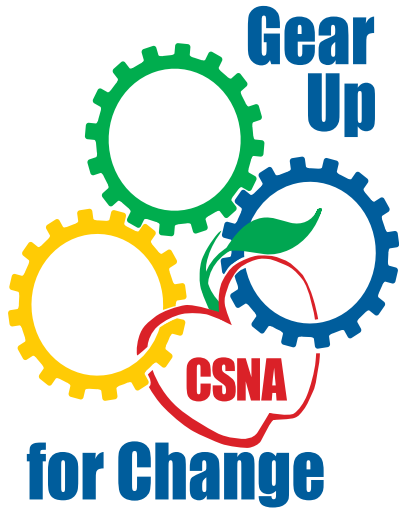




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# ARROW RESTAURANT EQUIPMENT

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GENERAL CONTRACTING



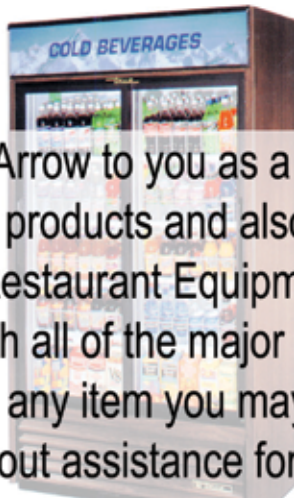
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Sincerely

Michael B Serrao  
President/ CEO





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OVERALL - BROKER  
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THEME - INDIVIDUAL  
THE FRUIT GUYS**





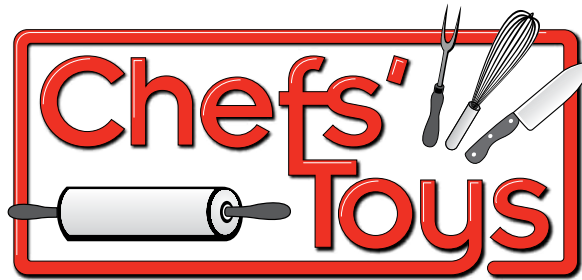
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Contact Tyler, our School Specialist

Phone: 714-381-0300

Email: [tyler@chefstoy.com](mailto:tyler@chefstoy.com)



# NAC



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# NAC ART CONTEST WINNERS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**E**ach year, our Nutrition Advisory Council holds a student art contest. Students are encouraged to express their ideas regarding health and nutrition in a visual way.

Please join me in congratulating this year's winners.



**T**he artwork above was submitted by Ashley Yang, a 12th grade student at Chino Hills High School in the Chino Valley USD. This art was also used for the NAC tee-shirts worn by students at the 61st Annual Conference in Palm Springs. Great work Ashley!

**T**he artwork on the right was submitted by Calvin Kamimura, a 6th grade student at Macy Intermediate School, Montebello School District. Calvin really took the Gear-Up message to heart with this drawing that includes physical activity with healthy food choices. Awesome job, Calvin!



# Thank You Sponsors!



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# Thank You



# Sponsors!



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## MEMBERSHIP NEWS

### A FEW QUOTES FROM OUR 2013 CONFERENCE IN PALM SPRINGS

BY: LASHAWN BRAY,  
CSNA MEMBERSHIP DIRECTOR

***“I was very inspired by the great speakers and the positive energy I felt throughout the conference”***  
- Laura Guzman, Nutrition Program Specialist, Brentwood Union SD, **first time attendee**

***“Since I am not at a school site this was a wonderful opportunity enabling me to spend time getting to know my co-workers outside the work environment.”***  
- Mary Simons, Account Tech for Roseville School District.

***“All the new educational information we received while attending the breakout sessions has helped us to gain a better understand of the new regulations. We loved hearing new ideas from new people we have meet. It has been FUN!!!”***  
- Lillya Tadevossian, Jr High Manager, Hilda Keshishian, Cook/Baker and Kanarik Shirvanian, Production Kitchen Manager, Glendale SD

The NAC kids said... ***“So much fun taste testing food and best of all / NO School !!!”***

***More quotes & pics coming soon!!!***

## CONFERENCE APPRECIATION



**S**tephanie Bruce, Nutrition Services Director of Palm Springs USD received this note from employee Cynthia Torres after she attended her first Annual Conference.

***“Thank You so much for the opportunity to be part of a larger picture with the nutrition of our children now and of the future. I was very tired but I have to say it was the most educational experience I have had since I started as a cook manager earlier this year. After going to this convention it has opened my creativity on how we can improve some ideas and or give feedback on how we can better some of our schools like MSJ. Let me know and Thank you again I truly enjoyed every minute of last weekend. Cynthia @ MSJ”***

If have not yet attended, join us for a wonderful experience this November in Sacramento! The conference dates are November 13-16, 2014 and we will be at the Sacramento Convention Center with sleeping rooms at the Sheraton Grand and Hyatt Regency Hotels. Details are available and updated on the CSNA website at [www.CalSNA.org](http://www.CalSNA.org). Mark your calendars!

# MEMBERSHIP NEWS

BY: LASHAWN BRAY, CSNA MEMBERSHIP DIRECTOR

*Membership = Winner.... “Investing in You”*



**W**ow was that a great conference or what? Thanks to wonderful member & vendor participation and our dedicated conference committee I believe it was a great success!!

Do you see how “Investing in You” is working?

Besides the motivational speakers & all the classes offered, we had numerous award Winners!!!



*30 Conference Registration Winners Paid for Members to Attend & Participate in Classes*

*\$ Cash Award Scholarships for Continuing Education*

*\$ Cash Award to Members’ Graduating Senior*

*Achievement Awards*

All these awards and our New Incentive Reward Program for local chapters to earn money for their chapters to increase membership & promote Professional Development are a great way to “Invest in You” = our members. 🙌

Hope you enjoyed our new “*I Quoted Campaign*” as much as I & your Regional Coordinators did. Look for your quotes throughout this magazine & future Poppy Seeds. Again thank you for your participation and making this conference a success !!!

PS. Don’t forget to sign up for the **Steps Challenge** (*information on Page 31 of this issue of Poppy Seeds or at [www.schoolnutrition.org](http://www.schoolnutrition.org)*)! Participate monthly, learn healthy habits and be entered to win prizes!! Be a part of a winning team & let’s make California (CSNA) #1 in the exercise challenges.

*Membership = Winner.... “Investing in You”*





# *CULTURAL EXCHANGE 2014*

*May 8 to May 18, 2014*

## *Bali, Borneo & Java*

*Trip includes Airfare, Hotel, Transportation,  
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# MY EXPERIENCE AS A DIETETIC INTERN

BY: JOANNA FOLEY, UTAH STATE UNIVERSITY

**M**y experience as a Dietetic Intern at Garden Grove Unified School District truly opened my eyes to what school foodservice is all about. In my studies as an undergraduate student, I was taught very little about foodservice operations, and noticed that there is a rather large gap between what I was taught in school and the work I performed and observed in the actual environment. I was amazed to learn about all that goes into producing school meals for students...it is truly more than I ever imagined! From the challenges of meeting the strict USDA guidelines, to the considerations of menu planning, to tracking production records, to conducting plate waste studies to determine the effectiveness of the nutritional guidelines of meals served, I realized just how complex of an operation school foodservice really is. As someone who truly cares about the health status of our children and nation as a whole, I was pleased to see the efforts that are taking place to reduce the prevalence of obesity and other nutrition-related diseases amongst this population.

Some of the experiences I had while working at Garden Grove included menu planning, creating special menu's for student with specific dietary needs, conducting plate waste studies, cost-benefit analyses, inputting information into production records, and talking to and gathering information from the many other staff members involved in the foodservice department. I was also given the opportunity to work in the district's Central kitchens, doing everything from helping pan, serve, forecast, and shadow the Central Kitchen manager in all of their daily duties.

One of the biggest projects I worked on while in the district included conducting a research study on the amount of waste produced by the ½ cup fruit serving on student trays. This study provided astounding information that I used to evaluate the effectiveness of the new USDA meal pattern guidelines. I determined that, while the guidelines have good intentions by increasing student exposure to healthier food choices, there are further interventions and studies that need to be in place to truly make an impact on this population's health status.

During the very last week of my internship rotation, I was given the opportunity to volunteer and attend the CSNA annual conference in Palm Springs. Again, I was blown away to see just how big of an industry school foodservice is and to learn about all of the planning, training, and decision making that goes into this operation. Looking back on my 13 week-long experience in school foodservice, I feel as though I have gained a very well-rounded perspective on the duties and role of a Registered Dietitian in this industry, and feel prepared to be further trained in this growing and exciting field of dietetics.

Joanna Foley  
Dietetic Intern  
Utah State University



# LETTER OF INTENT



**VICE PRESIDENT ● TREASURER ● MEMBERSHIP DIRECTOR  
● REGIONAL COORDINATOR ● CO-INDUSTRY REPRESENTATIVE**

In accordance with the provisions of the Bylaws of the California School Nutrition Association (CSNA),  
I hereby indicate my intention of seeking election as:

- Vice President     Treasurer     Membership Director  
 Regional Coordinator ( Region 2  4  6  8 )     Co-Industry Representative  
and herewith present the following:

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_  
Home Address \_\_\_\_\_  
Employed by (Name of School District) \_\_\_\_\_  
Chapter Name \_\_\_\_\_ Chapter Number \_\_\_\_\_  
Home Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Work Number ( \_\_\_\_\_ ) \_\_\_\_\_  
Email \_\_\_\_\_ CSNA Number \_\_\_\_\_

I have been a member of CSNA for \_\_\_\_\_ years and I have held the following offices:

LOCAL CHAPTER \_\_\_\_\_ STATE ASSOCIATION \_\_\_\_\_  
\_\_\_\_\_

EXECUTIVE BOARD MEETINGS ATTENDED: \_\_\_\_\_ STATE CONFERENCES ATTENDED: \_\_\_\_\_  
\_\_\_\_\_

Date \_\_\_\_\_ Signature: \_\_\_\_\_

## Qualifications:

### ***Vice President (1 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors for two years in the preceding five year period and recommended to have served as a chapter president; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference in the last five years; shall be familiar with CSNA Bylaws, Standing Rules, and Officer's Guide; shall have the ability to devote adequate time and resources to CSNA's activities; and shall have demonstrated ability of leadership.

### ***Treasurer (2 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors for one year in the preceding three year period; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference; shall be familiar with CSNA Bylaws, Standing rules, and Officers Guide; shall have the ability to devote adequate time and resources to CSNA activities; and demonstrate ability of leadership.

### ***Membership Director (2 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors or a chapter president for one year in the preceding five years; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board meetings and one

annual state conference; shall be familiar with CSNA Bylaws, Standing Rules and Officers Guides; shall have the ability to devote adequate time and resources to CSNA activities; and shall have demonstrated ability of leadership.

### ***Regional Coordinator (2 year term)***

Shall be familiar with the activities and operation of CSNA. Shall have been active in an affiliate chapter. Shall have attended at least one House of Delegates meeting and one Annual State Conference; shall have the ability, adequate time and facilities for carrying out necessary duties; shall live or work in the region that they are to represent. The Regional Coordinators shall be elected by members in the employee and manager categories of membership in their region (see <http://www.calsna.org/chapters/chapterPresidents.php> for regions)

### ***Co-Industry Representative (1 year term)***

In accordance with the CSNA bylaws, the CSNA Board of Directors includes the position of Co-Industry Representative. This position was created to allow industry members more voice and a vote in CSNA business. The Co-Industry Representative shall be elected annually by Industry members to serve a one year term, not to exceed two years in any six year period and assume the office of Industry Representative at the beginning of the Annual Leadership Workshop. Shall be a current CSNA Industry member and shall have served as an affiliate chapter Industry Advisor and/or served on a CSNA or an affiliate chapter Committee as an Industry member within the last five years. This position does not serve on the EFC or BOD until they assume the office of Industry Representative.

**THIS LETTER MUST BE RECEIVED NO LATER THAN MIDNIGHT JANUARY 10, 2014  
MAIL OR FAX TO: CSNA NOMINATING COMMITTEE**

**210 N. Glenoaks Blvd, Suite C, Burbank, CA 91502 ● FAX (818)843-7423**

# ANNA APOIAN AWARDED 2014 FAME SPECIAL ACHIEVEMENT AWARD

BY TONY ROBERTS



**T**heodore Roosevelt said, “Do what you can with what you have where you are.” As the director of the 9000 student Hawthorne Elementary School District, Anna Apoian has taken that philosophy to heart and grown the program to where approximately 85% of the students eat both breakfast and lunch at school every day. Small districts continually face the issues of a shortage of financial resources and human resources. Anna has overcome those obstacles by concentrating on three areas: focusing on the food, keeping it simple, and embracing technology wherever possible.

The Hawthorne School District was one of the founders of the breakfast in the classroom program. After ten years, the program feeds 90% of the elementary students and 80% of the secondary students daily. Variety in this program has contributed to its success. Originally the program had a two week menu cycle; however, by working with manufacturers, Anna has helped develop a five week cycle menu of healthy individually wrapped

breakfast entrees. Unique entrees include: 100% whole wheat orange and lemon bread, Omega-3 Zach Attack Breakfast Bar, and Breakfast Egg & Sausage Sliders.

At lunch, Anna focused on quality and a personalized approach. At three of the sites Anna installed a deli bar where sandwiches are made to order for each student. Remarkably, the students stand in line for quite some time to participate. At one of the lowest participating schools, she installed a hot Panini press with an outside window for the students to see the Paninis being made. With some additional outside seating, participation increased 30%. The district also makes its own fresh pico de gallo, tomatillo sauce, and cilantro-lime dressing on a daily basis for their produce bars and prominently displays seasonal fresh fruit including mangos, honeydew, kiwi, strawberries, and pineapple. By utilizing the DOD produce program, Anna has been able to

*Continued on Page 54*



purchase fruit for her district by using the unspent allotment of other districts.

Anna's program has been acknowledged at the silver level for the Alliance for a Healthier Generation. Eight-eight percent of the students eat lunch daily, including 60% of the paid students at the elementary level and 50% at the secondary level.

To keep things simple and straight forward, Anna developed a mission statement and a vision statement that focuses on the department's core values. The mission statement is *"to serve 9,000 breakfasts and 7,500 lunches daily to the students of Hawthorne School District. The meals are to follow the federal and state guidelines in regards to meal analysis and meal counting. The meals are to be prepared according to county health codes. Policies and procedures are approved by the State government. Operational decisions and practices are based on our financial parameters. We work within our budget."* The department's values are: Safety, Honesty, Healthful Foods, and Personal Best.

The vision statement is: *"Children are eating safe and healthful foods prepared with care by the food service employees. The children are greeted with respect. Each food service employee puts forth her personal best in her daily tasks for herself, co-workers, and most importantly for the child in front of her."* Embracing the vision is one of her managers; Rebecca Contreras Abrahams said, "I love to see the children get excited about the different foods we provide to them especially the fresh fruits the ladies cut up for them everyday. That's rewarding to me. I am glad for all the support I get from the Department."

The values provide guidance for the employees and empower them to make decisions on a daily basis. She uses a systematic approach to running the department and implementing systems to make the department cohesive. The cornerstone of this approach is the Policy and Procedure Manual. Combined with regular training, and the core values, employees know that in response to unusual situations any action or decision they make, as long as it is in harmony with the core values, will be supported by management.

Anna embraces technology wherever possible. To conserve resources, she has installed biometric time clocks that have face recognition, established a perpetual inventory system to serve the freshest products, trained all managers to order food on-line from their sites eliminating the need for a department buyer, and taken control of the department's accounts payable so that she can get better pricing for prompt payments. The Department is even using commercial electronic payment for selected vendors.

When Anna arrived at the Hawthorne District, the department had suffered a loss of \$160,000 the previous year. In her first full year as the director, she earned \$40,000 and over past seven years, she has averaged a profit of \$260,000 per year. Anna's philosophy is not to cut down on the quality of food but to spend more money on quality and then monitor the paper work to cut costs. She began by rephrasing bid verbiage, adding office procedures to monitor invoices, and implemented a perpetual inventory system to track all foods. But, what turned the program around were two major changes.

Her first initiative undertook the issue of unpaid meal charges. Before her arrival, the average annual dollar value of unpaid meal charges was \$90,000 per year. Anna implemented a firm 3-meal charge policy. This resulted in reducing the negative balances to less than \$10,000 a year, which carries over until graduation. The benefit in defining clear boundaries for the parents and employees is that everyone knows what is expected of them. Parents know to complete an application annually or to send their children to school with money or a lunch. More importantly, Anna wanted to identify the children falling through the cracks. The employees are informed to notify the office staff when they see a student continually receiving a non-reimbursable meal. At this point, Anna intervenes and works with the parents, so no child goes hungry.

Anna also had some labor issues that needed attention. Excess labor was costing the District \$155,000 annually. She realized that the first step to get labor costs under control was to change the employment calendar from one that was based on a 12-month

*Continued on Page 55*

schedule to one that was based on the student attendance schedule. She dropped their summer working hours. In return, she offered the most senior employees a five hour split shift, working two hours at breakfast and three hours at lunch. By doing this she was able to minimize the need for employees that worked only 3.75 hours for one meal service only and had little to do for part of the time they were there. In addition, all vacation days could only be taken during non-student days. For the employee, this extended the number of days they were paid on their new work calendar, and for the department it reduced the number of substitute workers that were needed on student-based days. This saved \$37,500 annually. In the end, with a strategic work schedule, Anna was able to get a raise for the employees. In fact, the most senior employees received approximately \$1700 more per year, even though they worked fewer days. And overall, labor costs dropped from \$1,978,000 annually to \$1,853,000, a savings of approximately \$125,000, after all considerations. During this time frame, the food service managers were provided fairer compensation by being given a 3 step raise; a new assistant manager was hired as a feeder system; and the clerk's and operations manager's position were rewritten to require more education and computer skills. The entire system, from orders to inventory went to computers and fax machines became obsolete.

Over Anna's tenure, the number of pursued worker's compensation claims went from 14 per year down to only 4 in the 2012-2013 school year. Anna began including the Risk Manager in her employee trainings. Employees became aware of strategies to prevent injuries. One of the changes that had the biggest impact is that in the past employees who were placed on light duty, were able to return to work and perform less of their duties. This was considered unfair and led to disagreements amongst the staff. Apoian changed this. Anyone on light duty was not able to return to work. This significantly decreased the number of claims. The estimated savings to the department was an estimated \$20,000 for substitute employees annually.

Anna believes that in order to make money you have to spend money. She completed three remodels of cafeterias. She also refurbished all 11 kitchens by

updating service lines, equipment, and computers and building walk-in coolers and freezers to hold more menu items. By providing the employees the tools they need to prepare healthful lunches, and to store more food items, the students benefit by having additional seating and a wider menu selection. The effect of the changes has produced an increase of students eating lunch to 88% of the entire student body daily.

Anna is also a great collaborator. She worked with the technology department to establish parent computer labs during registration to allow parents to submit their meal applications online. Now, 100% of applications are submitted this way. Anna continues to work with principals and student environmental groups to reduce and recycle. They are currently in the midst reducing their Styrofoam trays using a specialized machine that reverses the process of making polystyrene. This cuts down 30 bags of trash per day, at each kitchen.

Anna is also a great promoter of her program. She developed a local legislator outreach program for the Southern California SNA Chapter, she utilized it in her own district to get the State Senator to visit and have a school lunch. Top administrators and the press attended. She also produced two videos to promote the program. These visual images replace the long-held negative view of school lunch. It features the food and shows the faces of the food service employees. The community sees first-hand how their children are cared for by the staff. Food Services is now held in high esteem. Parent leadership meetings are often held at the cafeterias, where they see and taste the work that is done for their children. The first video also won first place in the CSNA state video contest.

Congratulations Anna!





# THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION BOARD OF DIRECTORS ~ 2013-2014

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**Agnes Lally, MS**

10331 Stanford Ave Garden Grove, CA 92840  
Bus: 818-552-2677 Fax: 818-552-2689  
E-mail: alally@ggusd.us

### VICE PRESIDENT

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255 Pico Ave, Ste 250, San Marcos, CA 92069  
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Email: dena.england@smusd.org

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**Gail Gousha, MBA, SNS**

2310 Aldergrove Ave, Escondido, CA 92029  
Bus: 760-432-2141 Fax: 760-735-2876  
Email: ggousha@eusd.org

### TREASURER

**Mary Fell**

2930 Gay Ave, San Jose, CA 95127  
Bus: 408-928-6902 Fax: 408-928-6413  
E-mail: mary.fell@arUSD.org

### MEMBERSHIP DIRECTOR

**La Shawn Bray**

15579 8th St, Victorville, CA 92395  
Bus: 760-245-5221 Fax: 760-245-5783  
E-mail: lbray@vesd.net

### SCHOOL NUTRITION REPRESENTATIVE

**Maria Luisa Hernandez**

8389 Gerber Rd, Sacramento, CA 95828  
Bus: 916-686-7797 Fax: 916-689-1563  
E-mail: mlhernan@egusd.net

### ELECTED INDUSTRY REPRESENTATIVE

**Allen Scott - Wawona Frozen Foods**

100 W Allevial, Clovis, CA 93611  
Bus: 559-647-8610 Fax: 599-299-1921  
E-mail: allen.scott@wawona.com

### CO-INDUSTRY REPRESENTATIVE

**Sean Leer - Gold Star Foods, Inc.**

3781 E Airport Dr, Ontario, CA 91761  
Bus: 909-843-9600 Fax: 909-843-9608  
E-mail: sean@goldstarfoods.com

### EXECUTIVE DIRECTOR

**Janine Nichols, CAE, CPL**

210N Glenoaks Bl, Ste C, Burbank, CA 91502  
Bus: 818-842-3040 FAX: 818-843-7423  
E-mail: J9Newell@aol.com

## REGIONAL COORDINATORS

### REGIONAL COORDINATOR 1

**Crystal Deines**

643 Blackburn Ave, Corning, CA 96021  
Bus: 530-824-8014  
E-mail: CDeines@tehamaed.org

### REGIONAL COORDINATOR 2

**Phyllis Thivierge, SNS**

255 Guthrie Lane Brentwood, CA 94513  
Bus: 925-513-6338  
E-mail: pthivierge@brentwood.k12.ca.us

### REGIONAL COORDINATOR 3

**Mary Ellen McIntyre**

8140 Caymus Dr, Sacramento, CA 94513  
Bus: 916-688-7450  
E-mail: beifnsld.net

### REGIONAL COORDINATOR 4

**Jacquelin Speidel, SNS**

1212 East Ave. S Ste B Palmdale, CA 93550  
Bus: 661-575-1053 FAX: 661-575-1056  
E-mail: jspeidel@avhsd.org

### REGIONAL COORDINATOR 5

**Lori Preskitt**

721 S. Edison Rd Bakersfield, CA 93307  
Bus: 661-336-8371  
E-mail: LPreskitt@edisonschooldistrict.org

### REGIONAL COORDINATOR 6

**Deborah Oviedo**

2335 Plaza del Amo, Torrance, CA 90509  
Bus: 310-972-6350  
Email: deboviedo1@gmail.com

### REGIONAL COORDINATOR 7

**Toni Chaffee**

PO Box 296000, Phelan, CA 92329  
Bus: 760-868-2649 Fax: 760-868-2343  
E-Mail: toni\_chaffee@snowlineschools.co

### REGIONAL COORDINATOR 8

**Trieste Chiquete**

Coronado Unified School District  
201 6th St. Coronado, CA 92118  
Bus: (619) 522-8907 2085  
Email: trieste.chiquete@coronadousd.net

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333 Doherty Dr, Larkspur, CA 94939  
Bus: 415-945-3678 Fax: 415-945-1078  
E-mail: Mholloway@tamdistrict.org

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10331 Stanford Ave Garden Grove, CA 92840  
Bus: 818-552-2677 Fax: 818-552-2689  
E-mail: alally@ggusd.u

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319 N. Central Avenue, Glendale, CA 91203  
Bus: (818) 552-2677  
E-mail: jchin@gusd.net

#### EXHIBITS CO-CHAIR

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10652 Reagan St, Los Alimitos, CA 90720  
Bus: (562) 799-4590  
E-mail: jchin@gusd.net

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**Sandy Bernstein**

5130 Riverside Dr, Chino, CA 91710  
(909) 628-1201  
E-mail: sandy\_bernstein@chino.k12.ca.us

#### PROFESSIONAL DEVELOPMENT

**Linda Sweeney, MS, RD**

1 Washington Square San Jose, CA 95192-  
Bus: (408) 924-3125  
E-mail: linda.sweeney@sjsu.edu

#### HOSPITALITY/EVALUATIONS

**Susan Delgado, SNS**

3320 Gilman Rd, El Monte, CA 91732  
Bus: (626) 652-4086  
E-mail: sdelgado@mtview.k12.ca.us

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Bus: (760) 322-4116  
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10331 Stanford Ave Garden Grove, CA 92840  
Bus: 760-752-1250  
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#### NAC

##### Jill Lancaster

41870 McAlby Ct, Murrieta, CA 92562  
Bus: (951) 696-1600  
E-mail: jlancaster@murrieta.k12.ca.us

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##### Allen Scott - Wawona Frozen Foods

100 W Allevial, Clovis, CA 93611  
Bus: 559-647-8610  
E-mail: allen.scott@wawona.com

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2930 Gay Ave San Jose, CA 95127  
Bus: (408) 928-6902  
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15579 8th St Victorville, CA 92395  
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Bus: 818-842-3040 FAX: 818-843-7423  
E-mail: J9Newell@aol.com

#### EXECUTIVE ADVISOR

##### Lynette Rock

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Bus: 310-972-6351 Fax: 310-972-6360  
E-mail: lrock@tusd.org

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400 Derek Pl, Ste D, Roseville, CA 95678  
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Bus: (951) 696-1600  
E-mail: jlancaster@murrieta.k12.ca.us

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San Jose USD  
1 Washington Square San Jose, CA 95192-0058  
(408) 924-3125  
linda.sweeney@sjsu.edu

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Bus: 925-824-1806 Fax: 925-824-1847  
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##### David Durkin

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408 Junipero Serra Dr San Gabriel, CA  
91776 (626) 451-5453  
durkin\_d@sgusd.k12.ca.us

#### CASBO LIAISON

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1735 David E Cook Way, Ste B Clovis, CA 93611  
(559) 327-9136  
RobertSchram@cusd.com

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724 Lauff Ave, Crescent City, CA 95531  
Bus: 707-464-0270  
jmiller@delnorte.k12.ca.us

### 43-FEATHER RIVER

Karen Williams  
400 Grand Ave, Oroville, CA 95965  
Bus: 530-538-2970 Fax: 530-538-2979  
kwilliam@thermalito.org

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*If Interested contact, Phyllis Thivierge, SNS*  
255 Guthrie Lane Brentwood, CA 94513  
Bus: 925-513-6338  
E-mail: pthivierge@brentwood.k12.ca.us

### 33-CENTRAL ALAMEDA COUNTY - Open

*If Interested contact, Phyllis Thivierge, SNS*  
255 Guthrie Lane Brentwood, CA 94513  
Bus: 925-513-6338  
E-mail: pthivierge@brentwood.k12.ca.us

### 48-REDWOOD EMPIRE

Norma Perez Herrera  
Santa Rosa City Schools  
6975 Montecito Blvd Santa Rosa, CA 95409  
Bus: (707) 528-5428  
Email: perezherrera5302@att.net

### 68-ANTIOCH

Catherine Cachola  
4524 Hidden Glen Dr, Antioch, CA 94531  
Bus: 925-756-6777 Fax: 925-778-1561  
catherinecachola@antioch.k12.ca.

### 82- MT. DIABLO

Mary Ellen Lower  
3436 Moretti Dr., Concord, Ca 94519  
Bus: 925-687-8524  
Maryellenlower@gmail.com

## REGION 3

### 18-LODI

Candy Jo Rieger  
Lodi USD  
1305 E. Vine St. Lodi, CA 95240  
Bus: (209) 329-0786  
Email: crierger@lodiUSD.net

### 32-ROCK & ROSE

Dianna Leen  
400 Derek Pl, Ste. D, Roseville, CA 95678  
Bus: 916-782-8860 FAX: 916-726-7732  
diannal@rcsrdk8.org

### 58-PLA VADA

Open. If Interested, Please contact  
Maria Luisa Hernandez at 916-686-7797  
or mlHernan@egusd.net

### 78-ELK GROVE

Mary Ellen McIntyre  
Elk Grove USD  
8140 Caymus Dr Sacramento, CA 95829  
Bus: (916) 688-7450  
Email: beifnsld@egusd.net

## REGION 4

### 37-ANTELOPE VALLEY

Heidi Beckett  
45465 25th St, E #71, Lancaster, CA 93535  
Bus: 661-946-1041x407  
heidi.beckett@verizon.net

### 46-SANTA CLARITA VALLEY

Lucinda Turner  
Santa Clarita Valley SFSA  
25210 Anza Dr. Valencia, CA 91355-3496  
Bus: (661) 295-5964 x118  
Email: lucindapturner@yahoo.com

## REGION 5

### 09-KERN COUNTY

Lynn McDermott  
3701 E Belle Ter, #B, Bakersfield, CA 93307  
Bus: 661-827-3190 Fax: 661-397-5523  
lynn\_McDermott@khsd.k12.ca.us

### 38-CENTRAL VALLEY

Tootsie Rogers  
29821 Road 48, Visalia, CA 93291  
Bus: 559-730-7962 FAX: 559-739-8788  
progers@visalia.k12.ca.us

## REGION 6

### 25-SESAME

Leonida Bullard  
Anaheim UHSD  
501 N Crescent Way Anaheim, CA 92803  
Bus: (714) 801-4815  
Email: bullard\_l@auhsd.k12.ca.us

### 36-SOUTH BAY

Gail Gramling  
15020 Dublin Ave., #32, Gardena, CA 90249  
310-972-6938  
ggram11@yahoo.com

### 64-FOOTHILL

Dee Dee Kipi-Acosta  
519 E Badillo Ave, Covina, CA 91723  
Bus: 626-974-7600  
Email: Ddkipi@aol.com

## REGION 7

### 14-RIVERSIDE COUNTY

Ardie Zimmerman  
Riverside USD  
9301 Wood Rd Riverside, CA 92508  
Bus: (951) 789-5690 62220  
Email: zardie@yahoo.com  
&  
Sylvia Mares Riverside  
USD 7675 Magnolia St Riverside, CA 92504  
Bus: (951) 352-8429 x65220  
Email: gemasylvia@yahoo.com

### 44-SAN BERNARDINO COUNTY

Toni Chaffee  
Snowline Unified School District  
PO BOX 296000 Phelan, CA 92329  
Bus: (760) 868-2645  
Email: toni\_chaffee@snowlineschools.com

### 54-DESERT HIGH LOW

Kati Millett  
74350 Baseline Rd, Twentynine Palms, CA 92277  
Bus: (760) 367-7538x1925  
kati.millett@gmail.com

## REGION 7 (Continued)

### 111-DESERT STARS

Arla Provo  
705 Palm Ave., Palm Springs, CA 92264  
Bus: 760-770-8548 FAX: 760-770-8545  
Email: aprovo@psusd.us

## REGION 8

### 07-SAN DIEGO COUNTY

If Interested, Please Contact  
Dena England at 760-752-1250  
or dena.England@smusd.org

### 15- NORTH SAN DIEGO COUNTY

Christina Cazares  
302 N. Midway Dr., Escondido, CA 92027  
Bus: (760) 291-3240 FAX: (760) 739-7355  
CCazares@euhsd.k12.ca.us

Exec. Advisor - Terri VanderStouwe  
School Nutrition Representative  
& La Shawn Bray, Membership Director

## SUPERVISORY CHAPTERS

### 01-SOUTHERN CALIFORNIA

Jennifer Chin Gonzales  
349A W Magnolia Ave, Glendale, CA 91204  
Bus: 818-552-2677 Fax: 818-552-2689  
jchin@gusd.net

### 02-NORTHERN CALIFORNIA

Bruce Hall  
3280 Crow Canyon Rd, San Ramon, CA 94583  
Bus: 925-824-1806 Fax: 925-824-1847  
bhall@srvusd.net

### 10-CENTRAL CALIFORNIA

Robert Schram  
1735 David E. Cook Way, Clovis, CA 93611  
Bus: 559-327-9136 Fax: 559-327-9147  
RobertSchram@cusd.com

### 20-FAR NORTH

Sean Hays  
16314 Chinagulch Dr., Anderson, CA 96007  
Bus: 530-245-7917 Fax: 530-245-7926  
shays@gwusd.org

### 45-MOTHER LODE

Joye McKetty, SNS  
3200 Sunview Ave, Sacramento, CA 95825  
Bus: 916-294-9011 Fax: 916-294-2472  
jmcketty@fcusd.org

Executive Advisor - Dena England,  
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# RECORD CROWDS ATTEND CNPA COURSES IN SUMMER 2013

BY LINDA SWEENEY, COORDINATOR,  
CAL-PRO-NET CENTER AT SAN JOSE STATE UNIVERSITY

**T**his past summer the five-day Child Nutrition Administration (CNPA) course was held in Ontario and Sacramento at the Doubletree Hotel and the Residence Inn respectively. **Seventy-five** students enjoyed a week of concentrated learning as well as having some fun. Sponsored by the California Department of Education (CDE), Nutrition Services Division (NSD) and coordinated by the California Professional Nutrition Education and Training Center (Cal-Pro-NET) at San Jose State University, the course has been offered in 2 locations for the past 3 years.

CNPA, which is also known as “The New Director’s Course” is an overview course for child nutrition directors and nutrition education specialists. The course helps to ensure that child nutrition professionals start their new position with basic information on the importance of healthy meals and become familiar with applicable federal and State regulations, thereby decreasing the risk of sanctions that can result from noncompliance.

Course topics such as Eligibility, Verification, Meal Counting and Claiming, Financial Management, School Wellness, Food Safety, Human Resources Management, and Marketing Practices are a few of the many that comprise the curriculum. The course is revised each year to give participants the latest on regulations. This year the competitive foods legislation was released **the morning of** the scheduled presentation so Mike Danzik of CDE had some last minute updating to deliver the most up-to-date information! Course instructors include current and former Child Nutrition Directors, as well as NSD and Cal-Pro-NET staff.

The course is approved for 32 hours of continuing education units through SNA and students work hard for these units both in class and through homework activities. Moreover, the course provides two semester units of optional university credit for an additional fee. Participants from large and small school districts, charter schools, County Offices of Education and management companies from throughout the State attended sharing their experience and perspectives with each other.

Monday began with consultant Sue Brooks in Ontario and Rene Yamashiro in Sacramento presenting on Leadership and Purchasing and Procurement Ethics. Sandip Kaur, Director of Nutrition Services Division gave a warm welcome at the Sacramento location. She commended the participants for the contribution they make to the educational process and she took time to learn a little about each district. Patty Page from Manteca Unified School District covered Human Resource Management, Hazard Analysis Critical Control Point (HACCP) and Emergency Preparedness at both locations.

Tracey Smith with CDE gave an excellent 2-hour overview of Cafeteria Funds, a very important topic in these days of budget cuts and expense reduction. This was followed by Harold Sullins in Ontario and Debra Amos in Sacramento who provided information on Financial Management. Debra conducts Cal-Pro-NET’s two day Financial Management course and gave the group a condensed version for the students. Both Debra and Harold were a wealth of information for the students due to their experience and knowledge.

*Continued on Page 62*



Wednesday covered a variety of topics including the new Breakfast Meal Pattern and Offer versus Serve, Eligibility and Verification and continued with Special Dietary Needs and Milk Substitution. State presenters, so well-versed on these topics, included Mike Danzik, Lisa Melhouse, Christine Santy, Lori Porter, Ruthann Munsterman, Sharon Freschi, and Stephanie Enright.

Two years ago we introduced a “field trip” to the USDA Food Distribution Centers in Pomona and Sacramento as part of the course. It is a different way to end the day and Stephanie Ewing gave an energy-packed session at both sites. We finished with a tour of these spotlessly clean, organized and efficient warehouses.

Thursday morning included Lunch Menu Planning and Offer versus Serve conducted by Mike Danzik in Ontario and Lisa Melhouse in Sacramento. Christine Santy in Ontario and Karen King in Sacramento gave informative talks on the new Administrative Review process. The afternoon included the topics of Competitive Foods and Water Rule by Mike Danzik. Heather Reed of CDE ended the day with an interactive session on Wellness Policies. To highlight work being done on this topic, Dena England, Director Food Service for San Marcos Unified School District communicated to the Ontario group the innovative work they are doing regarding Wellness. Dena is a

former CNPA graduate (Class of 2007) and is always a popular presenter at the course. Pam Whipple from Sacramento City Schools followed Heather at the northern California session and gave an account of the work being done in the Sacramento City School District.

Friday morning opened with a presentation on the current Nutrition Environment including basic nutrition, childhood obesity and the rationale behind the new school meal pattern. In Ontario, Melodee Lopez with the *Network for a Healthy California* gave the groups the latest information on all the nutrition resources available to school food service directors. She used the *Network's* Harvest of the Month resources to conduct a taste test of dried fruits. In Sacramento, Jackie Russum from the Healthy Kids Resource Center led us in an energizing physical activity break after explaining the many nutrition education resources available to schools through their Center. Kathy Streng with Harvest of the Month talked about ways to utilize Harvest of the Month resources.

The day ended with Herbie Smith, Communications Director, with San Marcos Unified School District discussing Communications and Marketing for school food service departments. He is master of both and inspired all the students to review and re-think their school food service marketing efforts and challenged them to try new ideas.



Special thanks go to Mike Danzik for his work in co-presenting the Ontario course and Lisa Melhouse for her work in Sacramento. Both these individuals worked hours prior to the course to coordinate materials, presentations and resources from the state staff. During

*Continued  
on Page 63*

the course they came early, stayed late and were available to all participants to answer questions as well as grade homework.

More information including registration instructions is available on the Cal Pro NET Web site at <http://www.nufs.sjsu.edu/calpronet/>.

This yearly course is offered in both Northern and Southern California so make plans now to join us. In summer 2014 the Southern California course will be held June 23-27, 2014 in Ontario at the Embassy Suites Ontario Airport. The Northern California course will be at the Embassy Suites Sacramento July 21-25, 2014.



## HEALTHY BACK TO SCHOOL NIGHT

BY TONI CHAFFEE, CHAPTER #44 PRESIDENT

**C**hapter #44 Members Pam Wiley and Toni Chaffee introduce healthy food choices at Back to School Night. Educating parents and students on the new healthy choices is fun and rewarding. Back to School Night is a perfect opportunity to educate parents on the new USDA regulations. Parents were pleasantly pleased with the new food offerings at Serrano High School. Creating appealing, fresh food is our goal to attract students to healthy eating.





# LESSONS LEARNED FROM WORKABILITY 1 TRANSITIONAL STUDENTS

BY LUCRECIA SCHMIDTKE, SITE SUPERVISOR I  
TORRANCE HIGH SCHOOL, TORRANCE UNIFIED SCHOOL DISTRICT

**T**he mission of Workability I program is to promote the involvement of the community including students, families, educators, employers and other agencies in planning and implementing an array of services for special needs students that will result in successful student transition to employment, lifelong learning and quality of life. When I first made a decision to take on the students from the Workability 1 program I was not sure what to expect but I was ready for a challenge. How could I say no?

I was not sure what to expect from these special needs students or what their needs might be, but my role was to use them as part of my work force and train them to help out where needed. I was pleasantly surprised that students Katie and Janine (who worked with us as part of our morning prep team) were fast, very efficient in their tasks and always had a smile on their face.

I have found that setting little goals and giving clear and concise instructions went a long way, both in working with my special students and working with my regular staff members. I found that all tasks are achievable and it helps to develop their confidence in their own abilities. It also gives them the confidence to learn other skills and take on new challenges as they grow and develop into productive young adults.

Working with Katie and Janine was just the best. Little things such as a smile, a hug or a picture resulted in such delight and I shared their joy on achieving a goal they had been working towards. I was a part of their success and they will always be a part of mine.





# RALLYING CHAPTER 36

BY GAIL GRAMLING, PRESIDENT, SOUTH BAY CHAPTER 36

**South Bay Chapter 36** started off this school year with a plan to continue our focus on changing the face of the lunch lady in the community. We are demonstrating this through our commitment to other non-profit organizations by sharing our knowledge of school age nutrition. But we want to kick it up a notch. This year we are focusing on following the state plan of action and seeking new ways to cater to our local members and colleagues.

**First we asked.** What can our Chapter do differently to support our community, our co-workers and how we can branch out to make a difference?

**Then we planned.** Our research started out with community activities that our Chapter can get involved in. How we could educate our local members of the options available? We talked to our event supporters and asked what do you want to do or see us do.

**And we listened.** What concerns did our members have? What could we do to help? So what did they tell us? They said powerful things such as: we need more activities; the Chapter should post events more often; we need to have more visibility, YOU guys need to come up with new activities.

**Things change.** Did we want to increase our membership? YES, we want them to follow our lead and our vision. We want to give our local members the opportunities to speak their voice, take the lead and implement their ideas to help us to create change.

**That was it,** we had a plan: Work with our members to get new ideas, talk to our co-workers and share what makes our organization so amazing. Show how our organization can help them grow in the field, and change the face of our industry in the community through communicating what our nutrition capabilities are. Seems easy enough, right? Well, those are HUGE tasks. And, today in South Bay Chapter 36 we are starting off this school year with 2 new members, a new vision and a dedication to changing the face of the Lunch Lady both inside and out.



MICHAEL BURNS (COVINA VALLEY USD)  
AND JAMIE TINDER (FRESH INNOVATIONS)  
DANCE AT SCSNA FUNDRAISER



ABOVE:  
DANCING WITH THE DIRECTORS CHAMPIONS  
MARK CHAVEZ, (SANTA ANA USD)  
& LAURA TRUJILLO (BUENA VISTA FOODS)

# dancing with the directors

BY LISA MARQUEZ, SCSNA INDUSTRY ADVISOR



**T**he team of Mark Chavez, Director of Child Nutrition, Santa Ana USD and Laura Trujillo, President, Buena Vista Foods, “thrilled” the Diamond Bar Center Grandview Ballroom at Southern California’s School Nutrition Association annual fundraiser “Dancing with the Directors”. The pair claimed the First Place mirrored-ball trophy at the event, which raised funds for child nutrition.

The evening’s hosts were Jennifer Chin Gonzales, SCSNA President, Lisa Marquez, SCSNA Industry Advisor and the 2013 fundraising committee. The master of ceremony for the evening was Victor Barreiro, who is the host for *TV Guide* and *LATV Familia*.



Chris Stamm  
(Paramount USD)  
and Janette Duran  
(Sunrise Produce Company)

The dance competition modeled after the popular TV show “Dancing with the Stars” featured five couples. Each dance team, made up of a Director of Child Nutrition and an Industry Member, moved and shimmed to a specific dance style to impress the crowd. Our guest judges Pavel Matustik (Chief Executive Officer, Santa Clarita Valley SFSA), Michelle Johnson (Director of Nutrition and Purchasing Services, Carlsbad USD) and Anna Apoian (Director of Food Services, Hawthorne USD) provided some commentary and a few laughs. They encouraged each team after their dance performances. The audience, who had entered the event by walking in on a red carpet, voted for their favorite dancers via text and scores were tabulated to declare the winners. William Kidston Photography took each guest’s photo as they arrived.

In addition to champions Mark Chavez (Santa Ana USD) and Laura Trujillo (Buena Vista Foods) the guests were treated to the talents of a variety of talented dancers. Second Place winners Chris Stamm

(Paramount USD) and Janette Duran (Sunrise Produce Company) danced to “Open Arms.” Third Place winners Gail Gousha (Escondido USD) and Dale Bowman (Shannon’s Imperial) wowed the audience with their dance costumes. Liz Brown Smith (Walnut Valley USD and Jim Chorr (Chef’s Corner Foods) danced a beautifully choreographed waltz to the song “Beauty and the Beast” and Michael Burns (Covina Valley USD) and Jamie Tinder (Fresh Innovations) swept the floor with a freestyle dance to the tunes of “Wild Wild West.” These folks danced their hearts out to raise money for the Southern California School Nutrition Association.

Each dance team brought their own exuberance and flavor to their performance. “You see dancing (competitions) on TV, but never realize what they do to get there,” Lisa Marquez said. “I’m so impressed with all the dancers tonight,” said dance judge Michelle Johnson, who herself was a dancer growing up. “We’ve had a great time and have formed friendships that we’ll have for a lifetime,” said Janette Duran, who did not have a background in dance before donning her sparkly sequenced dress and dancing the waltz with her partner, Chris Stamm. “This year, we anticipate raising \$30,000, and it is expected to grow,” Lisa Marquez said. Other donations associated with the event are still being tallied, she said.

Liz Brown Smith  
(Walnut Valley USD and  
Jim Chorr  
(Chef’s Corner Foods)



Gail Gousha  
(Escondido USD) and  
Dale Bowman  
(Shannon’s Imperial)





# CHAPTER 1 SHAKES THEIR POM-POMS FOR FIRST ANNUAL SUMMER WORKSHOP

BY JILL LANCASTER, CHAPTER 1 PROFESSIONAL DEVELOPMENT CHAIR



As the summer comes to an end and the reality of new regulations and kitchen openings is upon us there's nothing better than getting together with peers to share experiences, summer stories and reminders of why we enjoy feeding kids. Nearly 250 school nutrition staff gathered in Downey on August 7<sup>th</sup> at the Southern California Gas Companies Food Service Equipment Center for Southern California School Nutrition Association's first annual Summer Workshop.

The workshop was a perfect mix of information and fun. International professional speaker and author, Maureen G. Mulvaney (MGM) kicked off the event by leading the group in a pom-pom shaking conga line. MGM then inspired us with her "Recipes for Success with Scoops of Love" to be more positive, productive and profitable.

After the action-packed keynote address attendees moved to breakout sessions. Some folks brushed up their knowledge on the new meal patterns presented by CDE's nutrition regulation guru Mike Danzik. Others join Alison Maitlen our personnel expert learning strategies to leading a happy kitchen team. Many took the opportunity to learn about promoting school meals with The Outreach Toolkit presented by Linda Sweeney from The Cal Pro Net Center.

For those still easing their way into the school year a fun muffin bake off with Jay Morse of the Fischer Group and Nicole O'Rourke from the Gas Company

was underway in the commercial auditorium where everyone showed off their baking skills with fabulous gas equipment. Finding ways to handle all those fruits and veggies was a snap after attending a breakout by Covina Valley Unified School Districts Assistant Director and Chef Elizabeth Owen.

After lunch was served Chef Gina Christian from The Preferred Marketing Group and her team shared their expertise. Attendees learned how to properly retherm food in a Winston retherm, they were educated on knives from Mercer, selecting proper shoes from Mozo, and sporting functional and stylish uniforms by New Chef. If that wasn't enough, nutritionista Celez Suratos from Cal State LA and one of our very own from Montebello Unified School District, Mary Velazquez, shared their wisdom on women's health issues.

CSNA encourages all members to pursue their professional goals. Chapter 1 is happy to have sponsored an event that invested directly in our front line staff. Having an opportunity to shake our pom pom's with the folks that keep our programs moving forward every day was a summer treat. We look forward to next year's event and hope you'll all join us.

**A big thank you to The Southern California Gas Companies Food Service Equipment Center for their generosity and to all of the speakers and summer workshop planning committee, you all are the best!**

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Wednesday, April 2, 2014

Place: Southern California Gas Company's Energy Resource Center  
9240 Firestone Blvd., Downey, CA 90241

Cost: Free

Time: 10 a.m. to 3 p.m. (each day)

To register,  
visit [socalgas.com](http://socalgas.com)



# ISSUES IN SCHOOL NUTRITION: SWEETENERS IN SCHOOLS

BY CAROL SLOAN RD

*Editor's Note: Below is an article in an occasional series of opinion articles dealing with current issues in school food service. We invite all of our readers to contribute their viewpoint on important issues in our field.*

**T**he Healthy, Hunger-Free Kids Act was passed in 2010 to strengthen the existing nutrition standards for the National School Lunch and Breakfast Programs. With a reimbursement of \$1.55 for breakfast and \$2.86 for lunch to cover food, labor, supplies and equipment costs, school nutrition personnel can be challenged to provide meals that children will eat *and* meet the USDA nutrition standards. In addition to these challenges, there are continued debates about some foods, beverages and ingredients (such as high-fructose corn syrup) served in school meals. Another issue is the rise of obesity with current statistics showing 18% of children ages 6-11 in the obese category.



I spoke with Ann Dunaway Teh, a registered dietitian, regarding these topics recently for she was on a panel at the 2013 Texas Academy of Nutrition and Dietetics annual meeting discussing these subjects. I asked her some very specific questions regarding caloric sweeteners in school meals.

**Carol:** *What are some of the misconceptions about caloric sweeteners?*

**Ann:** People are very confused by added versus naturally occurring sugars in foods. The food label makes this hard to understand as it does not separate the two, though reading the ingredient list can help decipher. Yogurt is a good example as it contains naturally occurring dairy sugars like lactose as well as added sugars from flavors added to make it more palatable.

We've all heard a lot about the blame of flavored milk, juices, and sodas in schools for being the culprit of childhood obesity. The fact is when it comes down to sugar, a sugar is a sugar. All caloric sweeteners, whether it is sugar, high-fructose corn syrup or honey, contain 4 calories per gram.

Research that I find particularly interesting is that while obesity and diabetes have been rising, consumption of sweeteners, including high-fructose corn syrup has actually been declining. The Corn Refiners Association and other associations such as the National Dairy Council have worked to educate school foodservice directors and their constituents showing third-party research on sweeteners, but there is more work to do.

When it comes to flavored milk, and our school-aged children definitely prefer flavored milk, as a dietitian, I'd rather see them drink a beverage with nine essential nutrients that has a little bit of added sugar rather than not drink milk at all.

**Carol:** *How can food service directors and their employees balance business, science and the responsibility to provide children with nutrient-rich meals they will enjoy and eat?*

*Continued on Page 71*



**Ann:** First, they must listen to consumers (parents) and work to understand their concerns. Using examples is very helpful. For example, a common parental concern is regarding organic dairy and foods. Often with organic dairy, parents want a hormone-free option, which can be found with conventional milk. I refer to the American Academy of Pediatrics recent review of the research that showed that 1) consuming organic is not necessarily healthier and 2) Americans, and children in particular, need to eat more fruits and vegetables, regardless of whether they are organic or not.

A second example is flavored milk, another target for health-conscious parents. When I worked in my local school system, there was an active group pushing for its removal from their elementary school, concerned about the added sugar. We conducted our own study showing milk consumption with flavored milk, once it was removed and then when it was introduced. The results were dramatic – consumption of milk sharply decreased when flavored milk was not an option. We came to a compromise to offer two, not three flavors

(chocolate and strawberry). Also we explained that the amount of sugar had been lowered in the flavored milk and shared the labels. It was a win-win situation!

Nutrition education in the classroom is key to improving health. Additional education opportunities that bring in the parents complete the circle and solidify lifelong better eating habits. Providing science based information empowers families to make informed decisions.

**Carol:** Thanks, Ann.

School food service employees can go to [sweetenerstudies.com](http://sweetenerstudies.com) or [sweetsurprise.com](http://sweetsurprise.com) to learn more about high fructose corn syrup.

*Carol Sloan RDN and Ann Dunaway Teh, MS, RDN are both consultants to the food and beverage industry including the Corn Refiners Association.*

## COVER PHOTO

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**T**oni Chaffee, CSNA Chapter #44 President and Regional Coordinator #7 submitted this photo of Chapter #44 member Janice Carter. As you can clearly see, not only is Janice sharing her love of vegetables with her students but she has found the ULTIMATE solution to a bad hair day!



# BEWARE OF PESKY PEOPLE

BY MATT UPTON, VICE-PRESIDENT OF GO (GROWTH AND OPPORTUNITIES)  
BELL TASTY FOODS



**WARNING!!!!**

They are everywhere

We work with them, we work for them, we employ them, we talk about them, we weep because of them, we visit our doctor because of them, we live with them, we sleep with them, and we become them.

They are everywhere and they are multiplying faster than we can keep up with them. Who are they? They are the Pesky People in our lives. All Pesky People have five characteristics.

## **Characteristic Number One:**

All Pesky People are **Power Shifters**. When they are in the room, there is a mental and emotional shift in energy. What a brown-out is to a community so is the Power Shift created by Pesky People.

## **Characteristic Number Two:**

All Pesky People are **Exhausting**. They drain the creative energy from a staff team. They are also drain the energy of managers, supervisors, and co-workers.

## **Characteristic Number Three:**

All Pesky People **Systematically** shut people down from speaking up. Pesky People are very consistent in creating atmospheres where good people with great ideas no longer want to speak up and share their solutions.

## **Characteristic Number Four:**

All Pesky People have a natural way of **Keeping** the focus on three distracting objects of concern. They speak of what's wrong, how they are mistreated, and about the unidentified "they."

## **Characteristic Number Five:**

All Pesky People have a tendency to **Yield** to their own historical behavior. When faced with hardship, they will commit to change; yet most of the time they will revert to what and how they have always been.

*Continued on Page 73*



One of the reasons that Pesky People multiply so rapidly is we rarely deal with them directly. We talk about them and their effect, yet hardly ever do we talk to them or train our people how to deal with them. It is my observation that we wait for someone to come along that is stronger than the Pesky Person to handle them or we wait for the day they leave us.

There is a solution to the Pesky Person and their effect on others. It takes time and tenacity from everyone on the team. Change does not happen overnight.

Here are the ABC's of some quick action steps that will help minimize the level of influence that Pesky People have on your staff/team.

**A**cknowledge out loud that you have a Pesky Person issue. Never mention their name to anyone, just the impact of the Pesky person on the overall team.

**B**roadcast that one-person cannot overcome the power of the Pesky Person. It takes a paradigm shift in the mindset of the entire staff/team.

**C**ontact and **C**ollaborate with someone who can assist you and your staff/team in reducing the influence of your Pesky Person or Persons.

There will always be Pesky People within our sphere of influence and leadership. Sometimes we slip into someone else's Pesky Person role. The quickest way to minimize their growth is to bring their attitudes and characteristics from the darkness into the light. The earlier we speak and teach about the Pesky Person the better everyone is.

I am Matt and I am your friend, when I can do anything for you, just ask.



# 2014 INDUSTRY SEMINAR

**MAY 4-6, 2014**  
**LAGUNA CLIFFS MARRIOTT**

You will want to join us for CSNA Industry Seminar at the Laguna Cliffs Marriott Resort & Spa. This event is scheduled for May 4-6, 2014. The Laguna Cliffs Marriott Resort & Spa offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Industry Seminar, subject to availability.

The Industry Seminar Committee is hard at work planning the details of the event. Visit the website at [www.cal-sna.org/events/industryseminar2014.php](http://www.cal-sna.org/events/industryseminar2014.php) for the latest details.

In addition, what would Industry Seminar be without the opportunity for networking and camaraderie? The committee has organized a great program with the installation of officers slated for Sunday evening. In order for all registrants to enjoy the full extent of the seminar and to promote education and networking; the CSNA Industry Seminar committee is requesting that all members refrain from private entertaining on Sunday evening so that everyone can enjoy one another's presence. We thank you for your participation and know this will be a great Industry Seminar.

Reservations can be made by by contacting the Hotel Directly. Take care of the lodging details now!

**[www.lagunacliffs.com](http://www.lagunacliffs.com) • Hotel Phone: 949-661-5000**

**Hotel Reservation Cut-Off date is Saturday, April 7th!**

Lodging at Laguna Cliffs Marriott Resort & Spa is \$179 per night, single/double resort guestroom plus tax.

*Subject to availability, the rate will be honored 3 days pre/post conference.*

See you all in Laguna Beach!

# 2014 CSNA Industry Seminar Registration Form

May 4-6, 2014 at Laguna Cliffs Marriott, Dana Point, California

Name \_\_\_\_\_

District/Company \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_

## Seminar Registration Fees

***SUPER SAVER!! - Register and Pay in full On or Before Feb 1, 2014\****

*\* Fee MUST be paid in full by Feb 1, 2014 to receive this price*

		Feb 1 - April 5	After April 5	Total
Director/Supervisor	<b>\$345</b>	\$395	\$445	_____
Non-CSNA Member Dir./Sup.	<b>\$395</b>	\$445	\$495	_____
Industry Representative	<b>\$395</b>	\$445	\$495	_____
Non-CSNA Industry Representative	<b>\$445</b>	\$495	\$545	_____
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	<b>\$245</b>	\$295	\$345	_____

GUEST NAME \_\_\_\_\_

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ V-Code \_\_\_\_\_ V-Code is the 3 Digit Code on Back of Visa & MC  
or the 4 Digit Code on the front of American Express cards

Signature \_\_\_\_\_

**If paying with a Credit Card, you may FAX Completed Registration to (818)843-7423**

Please make checks payable to CSNA. **SORRY, NO PURCHASE ORDERS**

Please send your completed Registration Form with Fee to:

CSNA Industry Seminar, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

This registration is for Seminar ONLY! Please contact Hotel directly for Room Reservations.

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**Hotel Reservation Cut-Off date is Saturday, April 7th!**

**SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER April 5, 2014**



## January 2014

09	Northern Cal SNA #02 - Meeting	#02
16	Far North #20 Business Meeting	#20
16-17	Cal Pro NET Financial Management Level I - San Diego	CalProNET
26-28	<b>CSNA Legislative Action Conference - Sacramento</b>	<b>CSNA</b>
31	MotherLode Cal SNA #45 - Meeting	#45

## February 2014

04-05	Cal Pro NET Financial Management Level I - El Monte	CalProNET
06	Central Cal #10 Business Meeting	#10
08	CSNA Board of Director's Meeting - Southern California	<b>CSNA</b>
14	Southern Cal SNA #1 - Meeting	#01
20	Far North #20 Educational Meeting	#20

## March 2014

02	CSNA LAC DC Dinner - Washington, DC	<b>CSNA</b>
02-05	<b>SNA Legislative Action Conference - JW Marriott, Washington, DC</b>	<b>SNA</b>
12	Northern Cal SNA #02 - Meeting	#02
13	Far North #20 Business Meeting/Nominations and Elections	#20
20	Central Cal #10 Business Meeting	#10
21	MotherLode Cal SNA #45 - Meeting	#45
28	Southern Cal SNA #1 - Meeting	#01

## April 2014

10-13	SNA Leadership Conference ( <i>By Invitation Only</i> ), St. Louis, MO	<b>SNA</b>
17	Far North #20 Educational Meeting	#20

## May 2014

03	CSNA Leadership Workshop	<b>CSNA</b>
04-06	<b>CSNA Industry Seminar - Laguna Cliffs Marriott</b>	<b>CSNA</b>
14	Northern Cal SNA #02 - Meeting	#02
15	Central Cal #10 Installation of Officers	#10
15	Far North #20 Installation/Employee Recognition	#20
16	MotherLode Cal SNA #45 - Fundraiser	#45

## June 2014

23-27	Child Nutrition Program Administration - Ontario	CalProNET
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## July 2014

13-16	<b>SNA Annual National Conference - Boston, Massachusetts</b>	<b>SNA</b>
21-28	Child Nutrition Program Administration - Sacramento	CalProNET

## November 2014

13-16	<b>The 62<sup>nd</sup> Annual CSNA State Conference - Sacramento</b>	<b>CSNA</b>
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*Please note that these dates are tentative and subject to change  
For further information on CSNA events, including Chapter events  
[www.CALSNA.org/calendar.php](http://www.CALSNA.org/calendar.php) or call (818)842-3040  
For more information on SNA events, please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)*





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